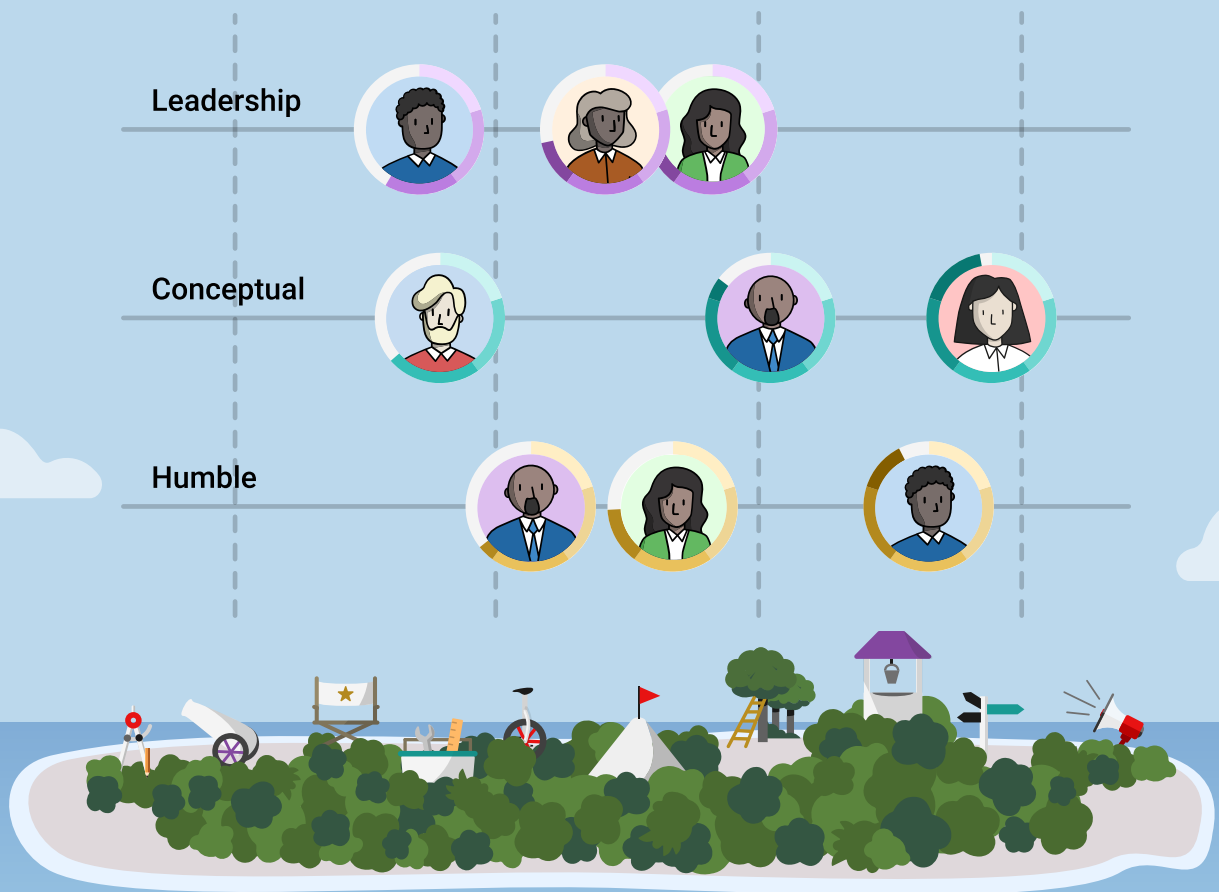




# Understanding Team Personality Traits for Stronger Collaboration

An exercise for teams to get the most out of the PrinciplesUs Group Visualizations



**When teams have a deeper understanding of each other, their collaboration is enhanced, producing better results. Studies<sup>1</sup> show that effective collaboration:**

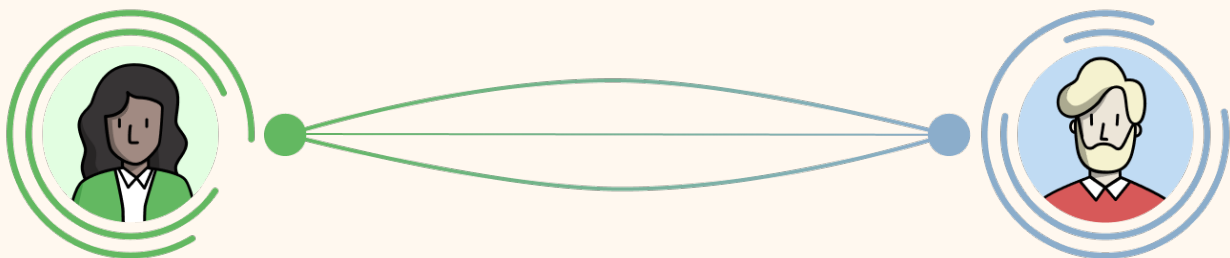
**Increases customer satisfaction ratings by 41%**

**Improves product quality by 34%**

**Improves product development by 30%**

**Increases sales by 27%**

This group exercise will walk [PrinciplesUs](#) users through creating and making the most of the group visualizations feature. Teams and leaders that complete the exercise will gain a curated visualization of their team dynamic, allowing them to structure projects and goals around these traits for better productivity and collaboration.



<sup>1</sup> <https://www.zipppia.com/advice/workplace-collaboration-statistics/>

# Get Started with Group Visualizations

Within the PrinciplesUs platform, users can create groups of teams to gain insights via three types of visualizations:

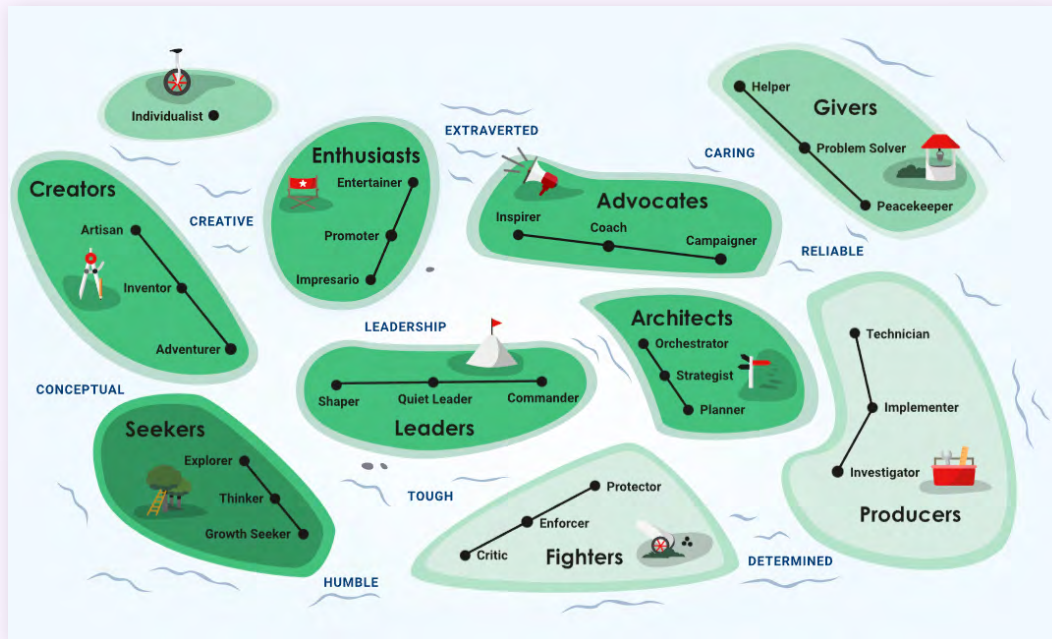
- | **Archetypes**
- | **Trait Scales**
- | **Team Profiles**

Each visualization offers a different way to view the group's dynamics so that leaders can optimize the composition based on each individual and their personality type.



# 1 | Archetypes

The Archetype visualization shows the team's collective archetype distribution across ten islands.



The islands' proximity is a general representation of how closely they relate, and the trait names in the water are indicators of their relation. It's important to note that these connectors are not precise — they're meant to help explore the landscape of personality traits.

Member Archetypes		Most Like					Least Like				
BC	Brandon Cash	ENTERTAINER	COACH	IMPRESARIO	ENFORCER	INDIVIDUALIST					
DK	Danielle Katich	GROWTH SEEKER	ORCHESTRATOR	EXPLORER	IMPLEMENTER	ENFORCER					
JH	Jarrold Holder	THINKER	GROWTH SEEKER	EXPLORER	HELPER	IMPLEMENTER					

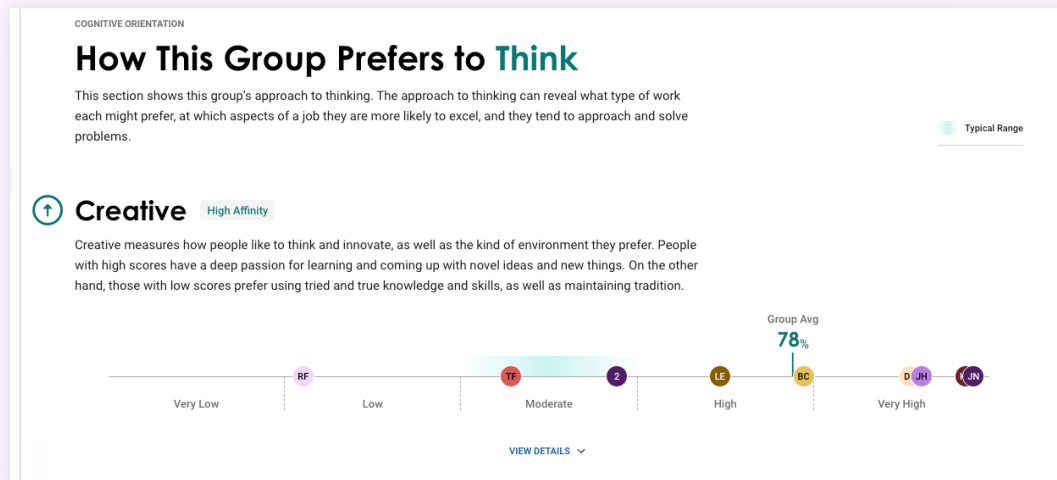
## TEAM EXERCISE

### Archetype Visualization

1. Review the color of the islands. The darker the green, the more that archetype appears in the team dynamic. The lighter green visualizes what the team might be missing.
2. Click on each island in the visualization to understand the personality types and how group members are distributed across the islands based on their top archetype.
3. Review the top three and bottom two archetypes for each team member. Set aside time to discuss examples when members displayed these archetypes and how they relate to their role/job function. Take note of surprises and open the floor to the team for discussion.

## 2 | Trait Scales

The Trait Scales visualization plots each member's score across a trait scale, enabling teams to see several characteristics of the group at a glance, spotting the similarities and differences between individuals.



### TEAM EXERCISE

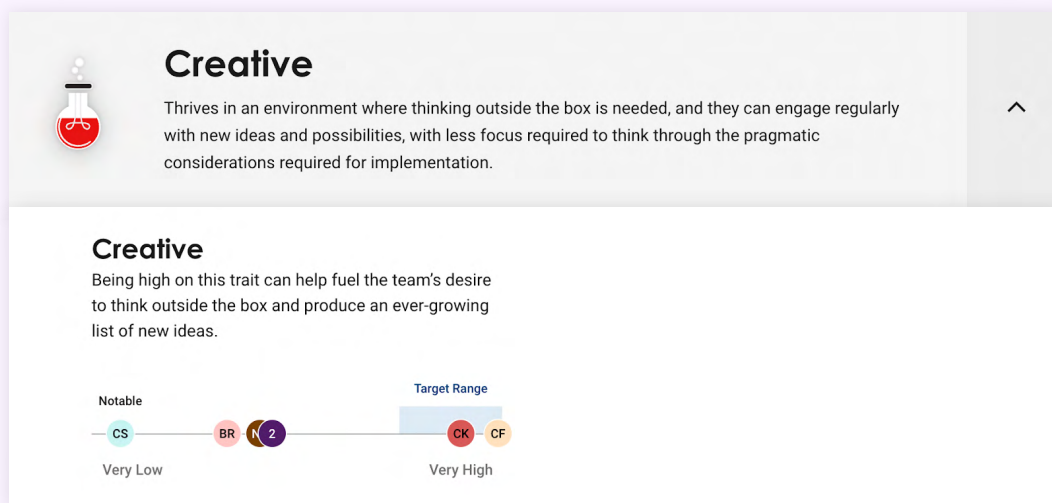
#### Trait Scales Visualization

1. Review all Trait Scales. Within each scale, you will see a typical range indicating a moderate trait preference. A designation of high or low affinity is marked if the group is sufficiently outside the standard range.
2. Keep an eye out for notable traits. These reflect an individual's score that diverges from the group. To see each member's score, click "view details."
3. Some distributions may provide balance, while others present challenges. Discuss how you relate to one another in your group to help your team interact most effectively.

### 3 | Team Profile

The Team Profile Visualizations focus on areas that teams might need to consider or traits important for success in a specific context (ie, projects, change management).

Team Profiles allow teams to look at their performance relative to the traits within the desired Team Profile, highlighting those most relevant to the selected one, and identifying who to draw upon to help with specific aspects of the project when needed.



Remember, not everyone on the team must display all the traits of the desired Team Profile for collaboration to thrive.

## TEAM EXERCISE

### Team Profile Visualization

1. Consider the most important traits. Read how each trait connects to that area of focus and why it's essential. Remember, traits that might seem on complete opposite ends of a spectrum can often help provide balance, such as creative types are important for a team's entrepreneurial focus.
2. Discuss with your team. Some example questions include:
  - | Overall team preference. How would you describe your overall tendency? Do you tend higher, lower, or balanced?
  - | Preferences of the individuals on your team. Are there people notable for their strong preference for a primary trait?
  - | Consider your group's strengths and possible challenges. Are there any individuals who might be able to balance out the team composition?
3. Optional: Review the "Leader Characteristics" to think about the ways the leader of your team (if there is one) can enhance the strengths of your team and/or balance some gaps. These personality types can:
  - | Help highlight team "comfort zones"
  - | Areas that require stretching beyond the team's natural preferences
  - | Provide insights to lean on for specific needs in those contexts





## Find the Right Plan for Your Team

Collaboration platforms can improve productivity by 10%<sup>2</sup>. But only 9% of employees feel their place of employment has very effective sharing and collaboration tools and systems.<sup>3</sup>

The PrinciplesUs Team Insights Platform has helped teams build stronger collaboration. Organizations using PrinciplesUs have seen a 95% increase in understanding team strengths, gaps, and practical strategies for how to work together most effectively.

PrinciplesUs offers multiple plans for teams both big and small. Discover more about the services offered [here](#).

<sup>2</sup> <https://www.forrester.com/blogs/communications-and-collaboration-technology-for-remote-workers/>

<sup>3</sup> <https://www.zippia.com/advice/workplace-collaboration-statistics/>

Learn more about our services >

