



***Priority Spectrum Profile™:
Targeting Personal and Team
Effectiveness***

The Priority Spectrum Profile™ (PSP) targets non-leaders who seek to improve effectiveness in communication, collaboration, and results by understanding their own current priorities. While priorities shift with information and time, they form the basis for effective teamwork, influencing, and performance. By using this innovative and self-scored inventory, team members, individual contributors, associates, administrative staff, and customer service personnel can learn how to work more effectively together and with customers.

The PSP helps them:

- Identify priorities and desired actions
- Improve communication and decision making
- Respect and tap diverse perspectives
- Enhance influencing skills
- Develop balance within a team or unit

The PSP™'s six priorities drive organizational plans, actions, and decisions. While all Profiles are needed for long-term success, every individual and organization is driven by priorities to action. Everyone within the organization needs to understand how to influence those around them as organizations become highly integrated and the cost of errors rise.

Research indicates that 30% of time at work at all levels of the organization is spent handling conflict. While conflict cannot be erased, it can be reduced when people understand different priority mindsets, respect each other's point of view, and raise a range of considerations to ensure that the ramifications of decisions are fully understood in advance. Win-win situations can only develop when people understand what others are seeking. The PSP framework provides a practical and easy-to-apply model for tackling difficult issues.

