WELCOME TO A WORLD OF UNDERSTANDING

The New Insights Journey

THE NEW
20 25
INSIGHTS JOURNEY

Contents

1. What makes Mapstell different from DISC?

MapsTell uses the scientific proven assessment system of DISC as a basic model.

To avoid the oversimplification of just 4 colors, MapsTell used cartography and put a visual layer of a map over it, 'The World of Difference'. This map is visually engaging, intuitive, memorable and fun.

It shows your style, what motivates you, how you communicate and cooperate when engaging with others. All the areas, mountains, rivers, cities etc. reflect in the way you behave. It is more nuanced and therefore goes beyond just using the stereotypes of the DISC colours.

It shows how you react, feel and communicate. It gives you an overview and you can see where you sit compared to others. The Personal Map gives a deeper insight in and understanding of your personal landscape in The World of Difference. The names of cities, villages, roads parks etc reveal the uncharted aspects of your behaviour; what your challenges are, how others perceive you and how to communicate and cooperate better in all aspects of your life.

2. Why should we consider using Mapstell if we already use DISC?

Since the launch of MapsTell in 2015 we see a fast-growing group of users who were already working with DISC.

What they refer to as the benefits of MapsTell:

- The beautiful visual aspect of the tool.

- It's simple but effective operation.

- The use of the floormat, where one systemically experiences its effect.

- The great number of different exercises provided.

- The variety of workshops & trainings to go a level deeper on a specific topic.

- The broad application for various contexts, industries, professions and (work) relationships.

- The support provided from the MapsTell company.

- The worldwide network of Guides, with annual live and online connection days.

- Monthly new exercises.

- Monthly free MapsTell sample for marketing.

- Online dashboard with all the available materials.

- MapsTell is more price-friendly than DISC.

3. Comparison with DISC

3.1.   Q: What makes Mapstell different from DISC?

While both MapsTell and DISC are based on the DISC behavioural model, MapsTell brings the theory to life in a completely different and more engaging way through visualization, storytelling, and experiential learning.

Here are the key differences:

3.1.1. Focus on Behaviour, Not Personality

MapsTell emphasizes observable behaviour, not internal personality traits. This is crucial for HR and L&D professionals looking to change team dynamics, communication styles, or performance, because behaviour is what you can influence.

3.1.2. Visualization Through the Map

MapsTell transforms abstract behavioural theory into a geographical map, the World of Difference, making behaviour tangible and intuitive. Instead of letters or categories, people "see" themselves and others as living in different areas of a map (like the "Decisive Desert" or "People Place"), which helps with empathy, retention, and practical application.

3.1.3. Behaviour as a Journey, not a Label

DISC often assigns you a "type" (e.g., High D or High I), which can feel fixed or diagnostic. MapsTell treats behaviour as a journey. Where you are on the map today may not be where you need to go depending on your role, goal, or relationships. This encourages growth mindset and behavioural flexibility.

3.1.4. Storytelling-Based, Not Technical

MapsTell removes the jargon. It uses narratives and stories that are immediately relatable. This makes it especially effective across diverse teams, cultures, and education levels, because people don't have to "decode" technical reports. They understand themselves and each other through their personal map.

3.1.5. Highly Engaging and Practical

Where traditional DISC might rely on a debrief or report, MapsTell offers interactive workshops, team journeys, and visual group dynamics, making it much more than just a personality test. It's

an experience. This is especially valued in team building, onboarding, leadership development, and cross-functional collaboration.

3.2. Q: Is Mapstell just a new packaging of DISC?

No, MapsTell is not just a repackaging of DISC. It is a fundamentally different way of understanding and working with behaviour, even though it shares the same underlying theory. Here's why.

3.2.1. From Theory to Tangible Experience

While DISC explains behaviour using four letters (D, I, S, C), MapsTell brings those behavioural styles to life on a visual map turning abstract concepts into something people can see, walk through, and interact with. This makes the learning memorable, intuitive, and engaging.

3.2.2. It is Not About Typing, it is About Navigating

DISC often categorizes people into types. MapsTell sees behaviour as situational and adaptable. It is not about boxing people in, but about helping them understand where they are, where others are, and how to "travel" to meet each other in communication, collaboration, or conflict.

3.2.3. Emphasis on Relatable Language

Where DISC might feel analytical or even clinical, MapsTell uses accessible language and storytelling. Terms found in PersonalMaps and the World of Difference like "contemplative" or "firm ground" or "take a stand" resonate emotionally and practically creating empathy and real behaviour change across teams.

3.2.4. Built for Teams and Organizational Use

DISC is often used in individual coaching or assessments. MapsTell was designed to include group dynamics, team journeys, leadership development, and organizational culture work. Its map-based tools make it easier to facilitate open dialogue and mutual understanding in a safe and engaging way.

3.2.5. It Goes Beyond Assessment; It Creates Movement

Where DISC typically ends with a report and debrief, MapsTell continues the journey with:

- Workshops
- Team Maps
- Leadership profiles
- Development programs

All of which create lasting impact, not just one-off insights.

So yes, MapsTell uses the DISC model, but it elevates it into an actionable, visual, and deeply human tool that connects people across differences. For HR and L&D, this means better engagement, stronger collaboration, and measurable shifts in team behaviour.

3.3. Q: Can you show me how the Mapstell colours and behaviour types align or differ from the traditional DISC model?

MapsTell and DISC both stem from the same behavioural theory (Marston's model), but they diverge significantly in approach, application, and emotional accessibility. Let's look at where they align and where MapsTell provides distinct advantages, especially relevant for HR and L&D professionals.

3.3.1. Alignment with DISC:

MapsTell's four behavioural areas correlate directly with the four DISC styles:

MapsTell Area	DISC Type	Colour	Core Focus
Decisive	Dominance (D)	Red	Results, challenge
Influential	Influence (I)	Yellow	People, enthusiasm
Stable	Steadiness (S)	Green	Security, harmony
Conscientious	Conscientiousness (C)	Blue	Accuracy, structure

Each MapsTell area includes 4 detailed behavioural types, giving us 16 nuanced profiles , a key differentiator from the more generalised DISC labels.

Detailed Comparison: MapsTell Types vs. DISC:

Decisive Area (DISC: D - Dominance)

- **Types**: Go-Getter, Adventurer, Pioneer, Leader
- **DISC Alignment**: High D
- **Traits**: Action-oriented, competitive, goal-driven, assertive
- **What's Unique in MapsTell**:
    - Different shades of decisiveness: The *Pioneer* is visionary, the *Adventurer* is risk-taking, while the *Leader* is commanding and strategic.
    - Encourages development of leadership agility, not just dominance.

Influential Area (DISC: I - Influence)

- **Types**: Enthusiast, Diplomat, Entertainer, Mediator

- **DISC Alignment**: High I

- **Traits**: Energetic, persuasive, relational, expressive

- **What's Unique in MapsTell**:

    o Emphasises relational *depth* and emotional nuance (e.g., the *Mediator* balances harmony and diplomacy; the *Entertainer* leads with flair).

    o Encourages storytelling, which makes these types highly engaging in training and communication roles.

Stable Area (DISC: S - Steadiness)

- **Types**: Carer, Helper, Worker, Specialist

- **DISC Alignment**: High S

- **Traits**: Loyal, supportive, consistent, calm

- **What's Unique in MapsTell**:

    o Differentiates between support styles: The *Carer* is nurturing, the *Worker* is determined and productive, while the *Helper* is steady and accommodating.

    o Highlights the often-under-acknowledged strength of quieter contributors.

Conscientious Area (DISC: C - Conscientiousness)

- **Types**: Advisor, Analyst, Perfectionist, Tactician

- **DISC Alignment**: High C

- **Traits**: Detail-focused, analytical, precise, cautious

- **What's Unique in MapsTell**:

    o Differentiates decision-making styles: The *Analyst* prefers data and logic; the *Tactician* is strategic and cautious; the *Advisor* blends clarity with structure.

    o Encourages recognition of reflective, introverted strengths that drive performance.

Key Differentiators: What Makes MapsTell Stand Out:

Feature	DISC	MapsTell
Format	Textual profile	Visual map with which can reference colour coded areas but differentiates itself by over 3000 relatable words or phrases
Labels	Letters (D, I, S, C)	Narrative-based names (e.g., "Leader," "Enthusiast")
Depth	4 styles	16 behavioural types across 4 areas
Team Focus	Mostly individual	Deeply team- and relationship-oriented
Learning Experience	Analytical	Immersive, story-driven, access rich metaphorical use and emotionally engaging
Application	Self-awareness, recruitment	Development, collaboration, cultural alignment, onboarding, L&D

For HR & L&D

- Easier to communicate in learning environments ("This person's behavioural preference is that of a Specialist" vs. "They're a high C").

- Fosters psychological safety: People feel seen and respected through their narrative style profiles.

- Team effectiveness lens: Easily shows where communication strengths and challenges may arise.

- Highly visual learning aids like the PersonalMap make concepts stick and translate into action.

3.4. Q : Does Mapstell use any scientific or psychological foundation beyond DISC?

Yes, while MapsTell is primarily based on the DISC behavioural model, it also integrates modern psychological and pedagogical principles that extend well beyond classic DISC. Here's how:

3.4.1. Foundation: The DISC Theory

MapsTell is firmly rooted in the behavioural theory developed by psychologist William Moulton Marston, which categorizes observable behaviour across four dimensions: Dominance, Influence, Steadiness, and Conscientiousness.

This forms the core framework, but MapsTell goes further in its application.

Applied Behavioural Psychology:

MapsTell doesn't treat behaviour as a fixed personality type. Instead, it applies situational and flexible behaviour models, consistent with:

- Trait Activation Theory - Behaviour emerges based on context, not just trait.

- Behavioural Learning Theory - Encouraging observable, adaptive behaviours over time.

- Growth Mindset (Dweck) - Encourages people to "travel" across the map and explore unfamiliar behaviour when needed.

This makes MapsTell an effective tool for behavioural change and development, not just analysis.

3.4.2. Cognitive and Experiential Learning Principles

MapsTell leverages:

- Visual learning theory (dual-coding theory by Paivio) - the World of Difference map helps people encode behaviour visually and spatially.

- Narrative psychology - using personal stories and metaphor ("Adventurer," "Mediator") fosters deeper self-reflection and empathy.

- Constructivist learning - individuals build their own understanding of themselves and others through map exploration, not memorization.

3.4.3. Group Dynamics & Team Science

MapsTell is designed with a strong focus on interpersonal behaviour in teams. It integrates insights from:

- Social psychology (e.g., how perception and miscommunication impact collaboration)

- Organizational behaviour theory (how diverse styles affect performance, leadership, and engagement)

This is why MapsTell is so effective in team coaching, leadership development, and L&D programs.

3.4.4. In Summary:

MapsTell starts with DISC, but enhances it with:

- Visual and spatial learning design

- Narrative-based behavioural models

- Principles from modern psychology, team science, and adult learning

This creates a scientifically grounded, emotionally intelligent, and practically useful tool for today's complex organizational environments.

3.5. Q: Why should we consider switching from what we already use?

Context: the assumption is the organisation currently using other behavioural tool like DISC, MBTI, Insights, etc. but which tools are unknown

If your current tool already provides value, switching needs to be justified by real benefits. Here's why many HR and L&D teams are making the switch to MapsTell, or integrating it as a more effective addition or alternative.

3.5.1. It's More Engaging and Human-Centric

Most traditional tools (like DISC or MBTI) provide static reports, technical labels, and require trained facilitators to interpret results.

MapsTell flips the model and it:

- Uses relatable, visual storytelling (e.g. "Leader in the Decisive Area" rather than "High D").
- Brings behaviour to life on a map making it easier to understand, remember, and apply.
- Encourages curiosity, self-awareness, and psychological safety across teams.
- This means faster onboarding, higher engagement, and deeper learning.

3.5.2. It's Built for Team and Organizational Development

Where many tools are designed for individual assessment, MapsTell is created to:

- Map whole teams visually showing where strengths and gaps lie.
- Improve collaboration, communication, and leadership alignment.
- Guide ongoing development; not just a one-time test.

This makes it ideal for:

- Team building
- Conflict resolution
- Leadership development
- Cross-functional collaboration

3.5.3. It Supports Behavioural Change, Not Just Awareness

Most profiling tools explain who someone is. MapsTell helps people understand:

- How their behaviour impacts others
- Where they might need to adjust
- How to "travel" to other areas of the map as needed.

This growth mindset orientation makes it highly effective in coaching, leadership, and performance improvement programs.

3.5.4. Scientifically Grounded, But Emotionally Relatable

MapsTell is based on DISC theory, but it:

- Uses narrative psychology to improve recall.
- Applies visual and experiential learning methods.
- Makes self-awareness practical and actionable.
- You do not just learn about yourself — you can actually do something with it.

3.5.5. It's Memorable, Scalable, and Inclusive

Employees remember who is an "Advisor," "Entertainer," or "Helper", because it's meaningful, not abstract. It scales easily across languages, levels, and cultures making it perfect for global teams. It requires less decoding, making it more accessible to frontline teams as well as executives.

3.5.6. In Summary:

Switching to MapsTell or adding MapsTell to existing toolset means moving from:

- Labels to learning.
- Reports to relationships.
- Assessment to action.

If you are looking to deepen team understanding, drive cultural change, or create a shared behavioural language that's accessible at all levels, MapsTell offers a fresh, effective, and engaging way forward.

3.6.   Q : How is the Mapstell approach more engaging or effective?

MapsTell stands out because it transforms behaviour profiling from a static assessment into a dynamic, visual, and deeply human experience. Here's why it's more engaging and more effective than traditional tools:

3.6.1. It's Visually and Emotionally Engaging

MapsTell doesn't give you a report full of technical jargon - **it gives you a map. Literally**.

- People see themselves on a visual metaphorical map (e.g., the "Decisive Area")

- Instead of saying, "You're a high S," it says, "This person's behavioural preference is that of a Helper" or "This person's behavioural preference is that of a Worker", making it instantly relatable and easier to talk about.

- This storytelling and visual approach trigger emotional engagement and self-reflection far more naturally and accessible than charts or letters.

3.6.2. It Makes Behaviour Actionable and Flexible

MapsTell treats behaviour as something you can navigate, not something you're stuck with.

- The metaphor of the "World of Difference" encourages people to travel across behavioural styles depending on the situation.

- This promotes a growth mindset, adaptability, and mutual understanding, especially valuable in leadership and collaboration work.

3.6.3. It's Built for Real-Time Team Dynamics

MapsTell is not just about "me," it's about understanding "you" and learning to collaborate with "us."

- It shows where each team member is on the map visually and spatially.

- Teams can immediately spot gaps, similarities, and potential friction points.

- This creates powerful conversations around collaboration, trust, and diversity of style, not just awareness.

3.6.4. It's Easy to Understand and Remember

Because it's story- and map-based:

- People remember the types (e.g., "Adventurer," "Tactician," "Carer") far longer than abstract letters like D/I/S/C.

- They can apply the learning quickly in meetings, feedback sessions, or leadership development.

- The visual representation of their type on the PersonalMap can be displayed in full view of team members to reference.

This makes it highly effective for:

- Onboarding

- Team coaching

- Cultural transformation

- Leadership development

3.6.5. It's Not Just a Tool; It's an Experience

MapsTell comes alive through:

- Workshops and team journeys

- Personal and team Maps

- Route guides and reflection tools

This creates a learning experience that is:

- Interactive, not passive
- Emotionally safe, yet revealing
- Fun, yet deeply insightful

3.6.6. In Summary:

MapsTell is more engaging and effective because it combines:

Traditional Tool	MapsTell Approach
Text report	Interactive map
Labels and letters	Relatable roles and metaphors
Static feedback	Ongoing journey and development
Focus on individual	Strong focus on team and relationships
Abstract theory	Tangible, practical, and human

It turns insight into action and makes behaviour a shared language across your organization.

3.7. Full Comparison with Other Behavioural Tools (DISC, Insights Discovery, MBTI, Enneagram)

Organizations often ask how MapsTell compares to behavioural tools they already know or currently use. While all tools offer value, MapsTell provides a unique visual and experiential approach that is often more accessible and practical for team and leadership development.

Category	MapsTell®	DiSC®	Insights Discovery®	MBTI®	Enneagram
Based On	DISC + visual geographic mapping	DISC	DISC + Jung	Jungian cognitive functions	Nine-type motivation model
Focus	Observable behaviour + perception	Workplace tendencies	Colour energies	Thinking preferences	Motivations + fears
Assessment Method	**Forced-choice, instinctive questionnaire (no neutral answers)**	Rating scales	Likert scale	Preference choices	Reflective rating scales
Strength	Visual, practical, team-oriented	Clear, structured	Corporate-friendly	Self-insight	Deep emotional insight
Experience	Highly visual + experiential	Report + debrief	Colour language	Cognitive	Reflective

	Teams, couples, schools, communication	Workplace style	Leadership & team communication	Personal awareness	Coaching & therapy
Best For					
Team Fit	*****	****	****	***	**
Relatability	*****	***	****	****	***
Report Style	Map-based + narrative	Text	Colour report	Four-letter code	Motivational profile

3.8. What Makes MapsTell Unique Compared to Other Tools? (Forced-Choice, Instinctive Assessment Method)

One of MapsTell's strongest differentiators is its **forced-choice behavioural questionnaire**. Unlike rating-scale assessments that allow neutral or socially desirable answers, MapsTell requires participants to choose statements that reflect:

- what fits them **most**, and

- what fits them **least**.

Why This Matters

• It activates **instinctive, automatic behaviour**, not idealized behaviour
• Reduces bias and overthinking
• Reveals behavioural tendencies under pressure
• Produces more accurate, real-life patterns
• Makes the PersonalMap® feel "spot-on" for most people

The Result

The accuracy of the PersonalMap improves dramatically, and participants often say:

"I felt seen. This is exactly how I show up in real life."

This forced-choice method sets MapsTell apart from DISC, Insights, MBTI, and the Enneagram, making it uniquely effective for L&D, HR, team coaching, and leadership development.

4. We already use or know tools like the Enneagram. How does MapsTell fit in without replacing them?

Many organisations and individuals are familiar with tools such as the Enneagram, MBTI, or Strengths-based assessments. These tools all offer meaningful value, and each brings its own strengths to personal development. MapsTell does not aim to replace these systems — it simply offers a different, more practical way to work with behaviour.

Here is how MapsTell fits alongside other models:

Behaviour, not personality:
Unlike tools that explore deeper motivations, identity structures, or emotional patterns,

MapsTell focuses on *observable behaviour* - how people communicate, collaborate, make decisions, and respond on a good day or bad day. This makes it highly actionable in teams, leadership, and L&D programs.

Visual, intuitive, and immediately usable:
MapsTell transforms behaviour into a geographical map that people can see, walk on, and work with. The World of Difference provides a shared language that is easy for teams at all levels to access and remember.

Complements deeper personality tools:
Where tools like the Enneagram offer insight into "why" people behave as they do, MapsTell supports the practical "how" — how behaviour shows up in meetings, conflict, customer service, leadership, and teamwork.

Safe, non-judgmental, behaviour-first language:
MapsTell introduces neutral, human language — good day vs bad day behaviour, travelling between areas, adapting communication — which works exceptionally well in organisational settings without labelling or typing people.

Ideal for teams, leadership, and organisational development:
While many personality tools are powerful for individual reflection, MapsTell is specifically designed for real-life collaboration, conflict navigation, and team dynamics, making it highly practical for HR, L&D, and workplace culture initiatives.

In Summary:
MapsTell does not compete with the Enneagram or other models , it complements them. It brings behaviour to life in a visual, memorable, and practical way, creating a shared language that teams can use immediately in everyday interactions.

5. Application & Value

5.1. Q : How can we use Mapstell practically in our team or company?

MapsTell is designed to be more than just a personal insight tool. It is a scalable, team-focused system that can be applied across the employee journey. Here's how you can use it practically in your team or organisation:

5.1.1 Team Building & Collaboration Workshops

Use Case: Cross-functional teams, project kick-offs, conflict resolution

- Run a MapsTell Team Journey workshop using participants' PersonalMaps.

- Visually map out each team member on the "World of Difference."

- Facilitate real-time reflection on strengths, potential blind spots or my challenges in the vernacular of MapsTell as well as communication preferences.

- Creates psychological safety, empathy, and clear communication strategies.

Outcome: Better understanding of team dynamics, reduced conflict, improved collaboration.

5.1.2. Leadership Development & Coaching

Use Case: First-time managers, senior leaders, succession planning

- Use individual profiles (e.g., "Leader," "Advisor," "Mediator") to support leadership style awareness.

- Help leaders understand how their style affects decision-making, delegation, and team morale.

- Develop adaptive leadership by "navigating" to other areas of the map as needed.

Outcome: More self-aware, flexible, and emotionally intelligent leaders.

5.1.3. Onboarding & Culture Integration

Use Case: New hires, fast-growing teams, M&A integration

- Include MapsTell in onboarding to help new employees understand the team's behavioural landscape.

- Map the new employee's style and explore how they complement or differ from others.

- Builds trust and self-awareness from day one.

Outcome*:* Faster integration, stronger cultural alignment, immediate collaboration insights.

5.1.4. Conflict Management & Team Reset

Use Case: Tense teams, misalignment, silo behaviour

- Use the PersonalMaps to depersonalize conflict ("It's not that they're difficult — they live in a different area of the map.")

- Visualize differences in pace, decision-making, or risk tolerance.

- Facilitate productive conversations and agreements on "how we work together."

Outcome*:* Reduced tension, renewed trust, better communication agreements.

5.1.5. Talent Development & Career Planning

Use Case: Internal mobility, development programs, coaching tracks

- Use the behavioural insights from the 16 MapsTell types to tailor personal development plans.

- Help employees explore how to grow into new roles by "traveling" across behavioural areas.

- Identify hidden strengths and growth paths (e.g., how a "Specialist" might grow into a "Tactician" role).

Outcome: Personalized development, better role fit, and higher engagement.

5.1.6. Organisation-Wide Programs

Use Case: Company-wide communication training, culture change, DEI initiatives

- Roll out MapsTell across departments or regions to establish a shared language for behaviour.

- Use aggregate maps to assess team composition, cultural gaps, or leadership diversity.

- Integrate into L&D frameworks or HRIS systems for ongoing learning.

Outcome: A unified approach to behaviour, aligned with values, strategy, and development goals.

5.1.7. Bonus: Tools You Can Use Immediately

- **PersonalMaps** for individuals

- **TeamMaps** for visualizing group dynamics

- **Route Guides** for self-coaching

- **Workshop formats** for HR, L&D, or external facilitators

- **Development journeys** for continuous learning

5.1.8. In Summary:

MapsTell is not just a test, but a toolkit for behaviour-driven transformation across every level of your business:

Area	How MapsTell Helps
Teams	Build trust, reduce conflict, improve collaboration
Leaders	Develop self-awareness and adaptive behaviour
HR/L&D	Integrate into onboarding, coaching, and training
Culture	Create a shared behavioural language across the company

5.2. Q : What are the benefits for team development, conflict resolution, or leadership training?

MapsTell is especially effective in these areas because it helps individuals and teams focus on observable behaviour, using accessible language like "good day" vs. "bad day" behaviour instead of fixed traits or personality types.

Let's explore each area:

5.2.1. Team Development

Benefits:

- Makes team behaviour visible and discussable through PersonalMaps and TeamMaps.
- Highlights how each person tends to behave on a good day (e.g., clear, empathetic, driven) versus a bad day (e.g., controlling, indecisive, dismissive).
- Helps teams explore how to work with each other, rather than around each other.
- Encourages people to adapt their behaviour depending on the needs of others, rather than assuming one style is "right."

Example:

A team member with "Go-Getter" behaviour (Decisive Area) may show strong leadership and direction on a good day but may seem impatient or dominant on a bad day. A "Helper" (Stable Area) might be reliable and loyal on a good day but overly accommodating or passive when under pressure.

Outcome:

A shared language around behaviour, stronger collaboration, fewer misunderstandings, and the ability to respond rather than react to different styles.

5.2.2. Conflict Resolution

Benefits:

- Shifts the conversation from "who's right" to "how we behave."
- The World of Difference help teams spot where tension may come from. Often it's not personal, it's just different behavioural styles under stress.
- Builds empathy by showing how someone's bad day behaviour might be triggered by the environment or interactions.
- Provides safe language to talk about tension without blame (e.g., "When I'm in the Conscientious Area, I need more detail, not because I don't trust you, but because that's my way of feeling secure.")

Example:

A "Diplomat" (Influential Area) might avoid direct confrontation on a bad day, leading to unresolved issues, while a "Tactician" (Conscientious Area) may demand structure and clarity, and get frustrated when others improvise too much. When both behaviours are mapped out, it's easier to understand each other and find common ground.

Outcome:

Conflicts are addressed sooner, more constructively, and with understanding instead of judgment.

5.2.3. Leadership Training

Benefits:

- Helps leaders recognize how their behaviour affects others; not just when things go well, but especially on a bad day (e.g., when under stress, uncertainty, or pressure).
- Supports behavioural agility: effective leaders learn how to adapt their style based on who they're leading.
- Builds communication clarity by helping leaders adjust how they give feedback, make decisions, and set expectations for people with different behavioural styles.

Example:

A "Perfectionist" leader (Conscientious Area) might deliver high-quality work and detailed planning on a good day but may micromanage or hesitate on a bad day. A "Mediator" (Influential Area) may foster harmony on a good day but avoid tough conversations when things get uncomfortable. MapsTell makes this visible and coachable.

Outcome:

Leaders who understand the impact of their behaviour, and can move from default reactions to intentional, adaptive responses.

5.2.4. In Summary:

Area	Good day Behaviour Focus	Bad Day Behaviour Awareness	Practical Benefits	
Team Development	Collaboration, openness, initiative	Misunderstanding, passive resistance, dominance	Aligned communication, smoother teamwork	
Conflict Resolution	Constructive dialogue, empathy	Tension, avoidance, escalation	Resolved issues, improved trust	
Leadership Training	Clarity, flexibility, motivation	Control, indecision, emotional withdrawal.	Adaptive, emotionally aware leaders	

MapsTell enables teams and leaders to:

- Recognize and use good day behaviour effectively.
- Understand and manage bad day behaviour compassionately.
- Use a shared, non-judgmental language for discussing team dynamics.

5.3. Q : How is it different from our current psychometric tools?

MapsTell stands apart from traditional psychometric tools by shifting the focus from labels and static profiles to a visual, behaviour-based, and development-focused experience.

Here's how it's different, especially through the lens of behaviour, good day vs. bad day patterns, and practical team dynamics.

5.3.1. From Fixed Personality Labels to Fluid Behaviour

Traditional psychometrics often define people by type or code (e.g., INTJ, High D, Blue, etc.), suggesting a fixed personality.

MapsTell instead focuses on:

- Observable behaviour: how people act, not just how they think or feel.
- Behavioural flexibility: where you are on the map isn't where you have to stay.
- Development over diagnosis: the emphasis is on adapting and growing, not identifying and categorizing.
- Good day behaviour: confident, collaborative, thoughtful.
- Bad day behaviour: defensive, dismissive, avoidant
- MapsTell makes both visible, and coachable, in ways psychometrics usually don't.

5.3.2. From Reports to a Visual, Story-Driven Experience

Traditional tools usually end with a written report and optional debrief.

MapsTell offers:

- A map (the World of Difference) where people can literally see where they and others "live."
- Behavioural types with relatable names (e.g., "Entertainer," "Tactician," "Helper") instead of cryptic codes or graphs.
- An immersive experience that's visually memorable and emotionally accessible for everyone, not just HR.

Impact: People don't just learn who they are. They learn how to work better with others.

5.3.3. From Individual Insight to Team Understanding

Most psychometric tools focus on personal awareness, sometimes used for hiring or coaching.

MapsTell is designed for teams and cultures, making it ideal for:

- Team development: mapping group behaviour visually.
- Leadership coaching: adapting behaviour across different styles.
- Conflict resolution: exploring good day and bad day behaviour without judgement.

Example:

Instead of "You're an introvert," MapsTell helps you say: "You tend to reflect and observe on a good day, but under stress, your cautiousness might become hesitation."

5.3.4. From One-Time Use to Ongoing Development

Traditional psychometric tools often feel like a "one and done" exercise.

MapsTell provides:

- Route guides, reflection prompts, and journeys for ongoing behavioural awareness.
- Easy re-engagement through the map. Teams and leaders can come back to it months later and still apply it.
- Continuous focus on how to shift from bad day to good day behaviour, rather than staying stuck in a label.

5.3.5. In Summary:

Feature	Traditional Psychometrics	MapsTell
Format	Written report or type	Visual map + narrative guide
Focus	Personality, traits	Behaviour – observable and adaptable
Language	Letters, codes, graphs	Story-based roles and areas
Good/Bad Day Framing	Rarely included	Built-in focus on behavioural range
Application	Individual insight	Team development, conflict resolution, leadership
Longevity	One-off use	Ongoing tool for growth and communication

MapsTell is different because it:

- Helps people see and understand behaviour in action.
- Focuses on how people show up on a good day or bad day.
- Builds a shared language for teams and leaders to improve communication, resolve tension, and adapt effectively.

5.4. Q: Can it support performance reviews or recruitment?

Yes. MapsTell can meaningfully support both performance reviews and recruitment when used with a focus on behaviour, not as a selection tool or fixed judgment. It helps you look beyond CVs or metrics and understand how people behave on a good day and how they may react on a bad day, especially in high-stakes or team-based environments.

5.4.1. Performance Reviews: Behaviour-Based Feedback

Traditional performance reviews often focus on outcomes or subjective impressions. MapsTell brings a behavioural lens that helps managers.

Benefits for Reviews:

- Anchor feedback in observable behaviour, not vague personality comments (e.g., "You tend to take initiative in fast-paced environments" vs. "You're a go-getter").

- Reflect on both good day and bad day behaviours:

    - Good day: "As a Specialist, you deliver highly focused, precise work."

    - Bad day: "Under stress, your reluctance to delegate can impact team delivery."

- Promote developmental conversations: How can this person "travel" across the map to adapt in certain situations?

- Align performance expectations with behavioural contributions (e.g., innovation, dependability, communication style).

Outcome:

Reviews become fairer, clearer, and more actionable, focused on how someone works, not just what they deliver.

5.4.2. Recruitment: Behavioural Fit & Team Composition

MapsTell is not a screening tool and **not** designed to say who is right or wrong for a role. But it is excellent for:

Benefits for Recruitment:

- Supporting behavioural interviews: Use PersonalMaps to explore how candidates behave under pressure, in teams, or when leading.

- Enhancing team fit awareness: Visualize how a candidate's behaviour complements or contrasts the existing team map.

- Preparing for onboarding and integration: Knowing a new hire is a "Carer" or "Adventurer" helps tailor support and team communication from day one.

- Reducing bias: It shifts focus from personality "types" to what people do, how they react, and how they adapt.

Outcome:

More informed hiring and smoother onboarding with a clearer picture of how someone will behave, not just how they describe themselves.

5.4.3. Summary Table:

Area	How MapsTell Helps
Performance Reviews	Brings clarity to behaviour-based feedback, supports development conversations using good/bad day patterns
Recruitment	Helps assess behavioural fit, anticipate team dynamics, and support onboarding — not for selection, but for integration

Important Note:

MapsTell should never be used to exclude candidates or make hiring decisions in isolation. It's best used alongside structured interviews, role-fit assessments, and values-based evaluations to give you the *how* behind the *what*.

6. Engagement & Experience

6.1. Q: How interactive or experiential is the training session?

Extremely. MapsTell is built to be a fully experiential learning journey, not a lecture or slide-based workshop. It engages participants at a behavioural, emotional, and practical level using movement, visual storytelling, and dialogue, all grounded in the World of Difference map.

Here's what makes it so interactive:

6.1.1. You Don't Just Learn the Map. You Walk Through It

- Participants literally move through the World of Difference, either physically on a life-size floor map or virtually via digital tools.
- They explore where they "live" behaviourally (e.g., the Decisive Area or Stable Area).
- They walk to other areas to reflect on how they behave in different situations.
- This movement-based learning supports long-term memory and deeper emotional insight.

Impact:

Participants don't just read about behaviour. They experience and reflect on it in real time.

6.1.2. Good Day vs. Bad Day Behaviour Comes to Life

Rather than just naming types or styles, facilitators guide participants to explore:

- What their good day behaviour looks like (energized, constructive, collaborative).

- What their bad day behaviour tends to be (withdrawn, reactive, controlling).
- How that behaviour impacts others and how to adjust when under pressure.
- Reflection exercises are built in, often in pairs or groups, to discuss real workplace dynamics and how behaviour affects them.

6.1.3. Deep Team Interaction

Training is designed around shared understanding and practical application, including:

- Group map visualizations showing how everyone is distributed across behavioural areas.
- Interactive team exercises to practice adapting communication or navigating tension.
- Scenario work using real team situations (e.g., planning, conflict, decision-making) to apply behaviour awareness immediately.

Example:

A team might simulate a high-pressure deadline and explore how each member's behaviour shifts as well as how to support each other to stay in "good day" behaviour.

6.1.4. Tools That Invite Dialogue and Movement

- PersonalMaps for reflection and coaching.
- TeamMaps to visualize group dynamics.
- Route Guides to support behavioural flexibility.
- Visuals, metaphor, and tactile tools keep participants engaged and emotionally connected.

6.1.5. In Summary

Aspect	MapsTell Training
Format	Movement-based, visual, highly participative
Focus	Observable behaviour - not traits or labels
Team Application	Shared exercises, live mapping, conflict roleplays
Engagement Level	High - built for lasting insight, not passive learning

MapsTell training isn't just interesting, it's felt.

People leave with a deeper understanding of themselves, their team, and the behavioural choices they can make every day.

6.2. Q: Will our staff enjoy it, or is it just another "personality test"?

MapsTell is nothing like a traditional personality test and that's exactly why staff consistently find it enjoyable, engaging, and genuinely useful. Here's why.

6.2.1. It Feels Like an Experience, Not an Evaluation

Most personality tools hand people a technical report or label and leave it there. MapsTell does the opposite:

- Staff receive a PersonalMap: a full-colour visual map showing their behavioural area and type.
- They explore the map together: walking, reflecting, laughing, and learning from each other.
- The format is relatable and non-threatening. Instead of being told "You're a high D," someone might say, "You seem like a Pioneer who lives in the Decisive Area."

Impact:

It sparks natural curiosity, storytelling, and genuine discussion; not eye-rolls.

6.2.2. It Builds Connection, Not Comparison

Unlike tools that "type" people into categories, MapsTell:

- Encourages people to understand their good day behaviour and how it benefits others.
- Helps them spot their bad day behaviour and manage it without shame or blame.
- Creates a shared, emotionally safe language across teams.

Example:

Instead of "you're too controlling," a teammate might say, "When you're under pressure, your Go-Getter side really kicks in. How can we support that without burning out the team?"

Outcome:

 Staff feel seen, not sorted.

6.2.3. It's Interactive and Surprisingly Fun

The World of Difference map makes it physical, visual, and playfully serious.

Sessions are full of moments like:

"Ah, that's why we keep clashing!"

"So that's why I freeze in meetings…"

"I thought you were avoiding me. Turns out you're just in the turning your ship around which takes time!"

Result:

Learning sticks because it's emotionally connected and experienced together - not just explained.

6.2.4. It Doesn't Label People. It Gives Them Language

Staff aren't boxed into a personality. They're shown a map of how they behave, and how they can travel across styles based on context. It invites people to reflect, not defend. To grow, not explain away behaviour.

- Good day behaviour is celebrated.
- Bad day behaviour is explored without judgment.

6.2.5. In Summary:

Concern	How MapsTell Solves It
"Not another test…"	It's a map-based experience, not a diagnostic report.
"I don't want to be labelled"	No fixed types - just behavioural preferences that evolve.
"Will it be engaging?"	Visually rich, interactive, and team-driven
"Is it useful or fluffy?"	Rooted in observable behaviour - used in teams, leadership, feedback, and development

In short:

Yes, your staff will enjoy it, not because it's easy, but because it's meaningful, engaging, and practical.

6.3. Q: How do people respond to being put into "types" or "maps"?

Most people respond very positively and that's because MapsTell doesn't "put people into types." Instead, it offers a language and visual framework for behaviour, built on the idea that you are not your type. You are how you behave.

Here's why the response is typically open, reflective, and even empowering:

6.3.1. It's a Map, Not a Box

Unlike traditional tools that say "You are a [type]", MapsTell presents behaviour as a position on a map. You're located in an Area (Decisive, Influential, Stable, or Conscientious), based on how you typically behave. Within that Area, your behavioural type (e.g., Go-Getter, Mediator, Specialist) offers a starting point, not a limit. The key message, you can travel. You're not stuck. You can move to other areas depending on the context.

Impact:

People feel curious and capable, not categorized.

6.3.2. It Uses Behaviour, Not Labels

MapsTell describes observable behaviour, not internal personality. This reduces defensiveness and increases reflection:

- "When things are going well, I behave like a Diplomat - encouraging, harmonious, supportive."
- "On a bad day, I might avoid conflict or say yes too quickly - how does that affect my team?"
- Instead of "That's just who I am," it becomes: "That's what I tend to do - and I can choose to do differently."

Outcome:

People are more open to feedback and growth because the language feels safe, practical, and human.

6.3.3. It Normalizes Differences and Builds Empathy

Seeing yourself and your team on the map creates powerful "aha" moments: "Now I see why I misread you. We're just coming from different areas" or "I thought you were avoiding the issue, but maybe that's your bad day behaviour under pressure."

The map format helps:

- Remove judgment
- Reduce misunderstandings
- Promote respect for behavioural diversity
- Good day behaviour is appreciated.
- Bad day behaviour is understood - not criticized.

6.3.4. The Types Are Relatable and Respectful

Unlike abstract codes (e.g., "High D" or "INTJ"), MapsTell uses names that sound like roles, not labels: Carer, Leader, Analyst, Entertainer, Tactician…

These terms reflect real-world workplace behaviour in a positive, familiar, and inclusive way.

Feedback from participants:

"It felt like it described me without judging me."

"I didn't feel boxed in - I felt seen."

"It made me think about how I show up - not who I am."

6.3.5. In Summary:

Concern	How MapsTell Handles It
"I don't want to be typed"	You aren't - you're mapped based on behaviour, and you can move
"Will I be judged?"	No - the focus is on good day vs. bad day behaviour, not fixed labels
"What if I disagree with my map?"	That's part of the process - participants reflect and discuss, not just accept blindly
"Does it reduce me to a role?"	No - the role names are entry points to deeper self-awareness and flexibility

MapsTell doesn't define people, It opens up conversation. It's a behaviour-first approach that people not only understand. They often enjoy and remember long after the session ends.

7. Results & ROI

7.1. Q :Do you have any success stories or evidence of impact from using Mapstell?

Success stories have been captured in the following videos available on Youtube:

Business	Language	Time	Link
Staffing agency specialising in Social Housing and Healthcare.	Dutch with English Subtitles	03:00	https://www.youtube.com/watch?v=7AlKk8xzG_o
Hotel	English	01:00	https://www.youtube.com/watch?v=AMmHwqSyFX8
IT Service Company	English	01:48	https://www.youtube.com/watch?v=Pe6dVY3a4Yk&list=PL8RyBN4YLNMGm31ExjCFqdLj3vmjh4pnO
Training and Coaching	Spanish with English Subtitles	03:49	https://www.youtube.com/watch?v=Hfxd2wkc2yc&list=PL8RyBN4YLNMGm31ExjCFqdLj3vmjh4pnO&index=2

7.2. Q: Can we measure changes or improvements in teamwork or communication afterward?

Yes, while MapsTell is a qualitative, behaviour-based tool, it absolutely supports measurable follow-up when used intentionally. It helps you move from insight to action by tracking changes in observable behaviour, particularly around teamwork and communication.

Here's how you can measure impact before and after a MapsTell intervention:

7.2.1. Pre- and Post-Behaviour Reflections

Use the MapsTell framework (Areas, Types, Good Day/Bad Day behaviour) to:

- Run a self-assessment or peer review before the training:
  - "How do I behave under pressure?"
  - "How do I contribute in team meetings?"
- Repeat 4–6 weeks after the session.
- Compare shifts in how individuals:
  - Handle conflict
  - Ask for help
  - Adapt to others' communication styles

Tools:

Customized behaviour check-ins, pulse surveys, or coaching journals based on the World of Difference language.

7.2.2. Team-Based Feedback Loops

Mapstell makes it easy for teams to:

- Name and observe behaviour in real work settings
- Give one another feedback using shared, non-judgmental terms (e.g., "I noticed my bad day behaviour showing up last week...")
- Set team agreements around communication, decision-making, and stress responses

Teams can then:

- Measure team climate and psychological safety over time

- Track how often communication breakdowns or conflict arise and how quickly they're resolved

Use Case Example*:*

"Before MapsTell, we avoided giving feedback. Now we refer to our map types and behaviour openly and it has changed how we meet and make decisions."

7.2.3. Behaviour-Focused KPIs

Use the map's behavioural lens to track indicators such as:

- Participation in meetings (e.g., are quieter types like "Advisor" or "Worker" contributing more?)

- Feedback frequency (are team members reflecting on good/bad day behaviour?)

- Cross-style collaboration (e.g., are Influential and Conscientious types adapting more effectively?)

You can also measure adoption:

- How often are the MapsTell terms and tools being used?

- Are team members referencing each other's behaviour types in constructive ways?

7.2.4. Long-Term Cultural Shifts

With consistent use, you can evaluate:

- Increased empathy and reduced miscommunication

- Faster conflict recovery

- More inclusive, trust-based decision-making

Tip*:*

Pair MapsTell follow-up with short pulse surveys or team retrospectives that use the same language:

"When did our good day behaviour show up this month?"
"What patterns of bad day behaviour are we noticing and naming?"

6.2.5.   In Summary

What You Can Measure	How MapsTell Supports It

Behavioural growth	Before/after self and peer reflections
Team communication	Shared language for feedback and discussion
Conflict resolution	Quicker, less emotional breakdown-recovery cycles
Engagement and inclusion	Increased contribution from all map areas/types
Cultural change	More consistent use of behaviour-aware dialogue

MapsTell enables measurable improvement by giving teams a common language and visual model to track behavioural change over time.
It's not just, "did they like the session?", it's, "are we showing up differently now?"

7.3. Q: What outcomes can we expect immediately vs long-term?

MapsTell delivers both quick wins and lasting cultural impact, because it doesn't just raise awareness of behaviour, it gives teams and leaders the tools to name it, manage it, and adapt it over time.

Here's a breakdown of what you can expect:

7.3.1. Immediate Outcomes (Day 1 to 1 Month)

Increased Self-Awareness:

- Team members understand their behavioural style, including:
    - What their good day behaviour looks like (e.g., assertive, thoughtful, empathetic).
    - How they may show bad day behaviour under pressure (e.g., defensive, passive, rigid).
- Participants often say, "That's so me - I've never seen it mapped out like this before."

Shared Language for Behaviour:

- Teams start speaking a common, non-judgmental language:

"I think my Tactician behaviour kicked in just now. Sorry for diving into the details too fast."

Clarity and Curiosity in Communication:

- People start asking better questions and listening with more empathy.
- Early reduction in misunderstandings caused by differences in pace, tone, or decision-making style.

High Engagement:

- Sessions are fun, interactive, and visual. People leave energized, not drained.

7.3.2. Long-Term Outcomes (3–12 Months and Beyond)

Behavioural Adaptability:

- Team members learn to "travel" on the map, adjusting their behaviour based on the context, role, or people around them.
- Leaders become more emotionally intelligent and flexible.

Example*:*

A "Go-Getter" starts slowing down to include a "Helper" in the decision-making process.

Healthier Team Dynamics:

- Teams build psychological safety by normalizing differences in behaviour.
- Conflicts are handled earlier and more constructively because people can say:

"I'm in bad day behaviour - I need a reset."

- Fewer assumptions, more collaboration.

Better Feedback and Communication Culture:

- People reflect on impact, not just intention.
- Peer feedback improves: "How do I behave in meetings?" becomes easier to answer with behavioural vocabulary.

Scalable Behavioural Development:

- New hires are onboarded faster when teams already have a shared behavioural language.
- Managers use MapsTell insights in performance reviews and development planning.
- Behaviour becomes part of the culture, not just a workshop memory.

7.3.3. In Summary:

Timeline	What You'll See

Immediately	Self-awareness, team connection, shared language, visible engagement
Short-Term (1–3 months)	More open communication, early signs of behavioural flexibility, fewer misread intentions
Long-Term (3–12+ months)	Adaptive teams, stronger leadership behaviour, better conflict resolution, a behaviour-aware culture

MapsTell creates insight quickly, but more importantly, it builds momentum for real, long-term behaviour change. It's not a test. It's a team language and a leadership mindset.

8. Customization & Integration

8.1.   Q : Can Mapstell be integrated into our existing learning and development strategy?

Absolutely. MapsTell is designed to integrate seamlessly into existing L&D frameworks. It's not a standalone tool that competes with your current programs. It's a behaviour-based layer that enhances the emotional intelligence, communication, and team dynamics elements of what you're already doing.

Here's how MapsTell fits within, and strengthens your L&D ecosystem:

8.1.1. As a Foundation for Soft Skills Training

MapsTell gives you a shared language for **behaviour**, especially **good day and bad day behaviour,** that can anchor training on:

- Communication and active listening

- Feedback and coaching conversations

- Psychological safety and inclusion

- Emotional intelligence (EQ)

Example:

In a leadership program, MapsTell helps participants recognize how their own behaviour shifts under pressure, so they can adjust and coach others more effectively.

8.1.2. As a Core Tool for Leadership Development

Use MapsTell in:

- First-time manager programs

- High-potential (HiPo) tracks

- Executive coaching

It supports modules on:

- Self-awareness and adaptive leadership

- Influencing across behavioural styles

- Leading diverse teams under pressure

Focus*:*

Leaders learn how their bad day behaviour (e.g., micromanaging, withdrawing) affects others and how to return to good day behaviour more intentionally.

8.1.3. As a Team Development Framework

Plug MapsTell into team learning experiences to:

- Launch project teams with better understanding

- Facilitate collaboration training using TeamMaps

- Build conflict resolution into team retros or offsites

Use Case*:*

An agile team reviews their team behaviour every sprint using MapsTell to reflect on patterns and tension points.

8.1.4. As a Reinforcement Tool Across Programs

MapsTell isn't a one-off tool but can be layered across multiple L&D touchpoints:

- Introduce PersonalMaps for early self-reflection and team Onboarding understanding

- Performance: Use good day/bad day behaviour for 360 feedback and growth plans

- Culture & DEI: Build a behaviour-first approach to inclusion and trust

Tip*:*

Many organizations train internal facilitators or HRBPs in MapsTell, so they can weave it into coaching, check-ins, and development plans.

8.1.5. In Summary

MapsTell is not a replacement. It is a behavioural intelligence layer that makes everything in your L&D strategy more practical, more human, and more connected to everyday team dynamics.

L&D Focus Area	How MapsTell Adds Value
Soft Skills	Behaviour-based communication and feedback framework
Leadership	Helps leaders reflect, adapt, and coach with greater behavioural awareness
Team Learning	Creates a map-based structure for collaboration and development
Performance Conversations	Makes feedback more grounded and non-judgmental
Cultural Change	Provides a scalable language to support values like openness, curiosity, and respect

8.2. Q: Is it flexible for different levels (executives vs frontline staff)?

Yes. One of MapsTell's greatest strengths is its flexibility across all levels of an organization. Whether you're working with senior executives, team leaders, or frontline employees, the MapsTell approach meets people where they are, because it focuses on behaviour, not hierarchy or technical language.

8.2.1. Universal Language Based on Behaviour

MapsTell uses terms like:

- "Good day behaviour" and "bad day behaviour"
- Clear roles like **Leader**, **Helper**, **Analyst**, or **Entertainer**
- A visual **map** rather than abstract labels or psychological jargon

Why this matters:

Everyone, regardless of level or background, can see themselves on the map and relate to how they behave under pressure or in collaboration.

8.2.2. For Executives and Senior Leaders

MapsTell supports strategic leadership development by:

- Increasing self-awareness around behavioural impact
- Encouraging adaptive leadership (navigating across areas of the map)

- Addressing high-stakes behaviours like:
    - Delegation styles
    - Communication under pressure
    - Influence and decision-making

Example*:*

A senior leader with "Pioneer" behaviour may explore how to engage a more detail-oriented team (e.g., Tacticians or Analysts) without causing overwhelm.

8.2.3. For Frontline Staff and Operational Teams

MapsTell is equally effective for non-managerial or task-focused roles:

- The map makes abstract behaviour tangible and visual, and easy to grasp without prior training.
- It normalizes differences in pace, clarity, and tone, reducing miscommunication.
- Sessions are interactive and experiential, making it ideal for hands-on learners or fast-paced environments.

Example:

In a warehouse or customer service team, understanding that a colleague's "bad day behaviour" isn't personal, but a behavioural pattern, can immediately reduce friction and improve teamwork.

8.2.4. For Mixed-Level Teams

MapsTell is often used with cross-functional or multi-level teams, creating:

- A shared language for behaviour that levels the playing field
- A psychologically safe way to discuss how people show up, regardless of role or title

Result:

Leaders learn to adapt, and frontline staff feel heard and understood, and this builds trust in both directions.

8.2.5. In Summary:

Level	How MapsTell Fits
Executives	Enhances adaptive leadership, EQ, and strategic communication
Mid-level Managers	Supports coaching, team development, and behavioural agility

| Frontline Staff | Builds self-awareness, team trust, and conflict prevention |
| Mixed Teams | Creates a unified, non-hierarchical language around behaviour |

8.2.6. Final Thought:

MapsTell is behaviour-first, not title-first. That makes it scalable, inclusive, and effective from the shop floor to the boardroom.

8.3.   Q: Can the sessions be tailored for specific challenges like diversity, customer service, or remote teams?

Yes. MapsTell is highly adaptable and can be tailored to address a wide range of workplace challenges. Because it focuses on behaviour, it can be applied directly to the relational dynamics that sit beneath issues like diversity, customer interaction, remote collaboration, and more.Here's how MapsTell can be customized for each context:

8.3.1. Diversity, Equity & Inclusion (DEI)

How MapsTell Helps:

- Provides a neutral, inclusive language for talking about differences - not just demographic, but behavioural.
- Builds empathy by helping teams understand how others may behave differently on a good day or react on a bad day.
- Helps reduce bias by separating intent from behavioural impact.

Example:

Instead of stereotyping a colleague as "difficult" or "passive," teams learn to see that they may be in "bad day behaviour" rooted in their behavioural style - not intent or personality.

Tailoring Options:

- DEI-focused reflection prompts
- Map-based discussion on inclusion and listening behaviour
- Workshops titled "Navigating Difference" or "Behaviourally Inclusive Teams"

8.3.2. Customer Service & Frontline Communication

How MapsTell Helps:

- Equips teams to understand their own behavioural style when under stress (e.g., dealing with a difficult customer).

- Builds awareness of how to adapt communication based on customer behaviour (fast vs. cautious, direct vs. relational).
- Reinforces empathy and patience, especially useful in high-contact roles.

Example:

A customer service rep with "Go-Getter" behaviour may learn how to slow down and show more patience with "Stable Area" customers who need reassurance, not speed.

Tailoring Options:

- Real-life customer scenarios linked to behavioural types
- Focus on good day service behaviours vs. bad day reactive patterns
- TeamMap insights on how service teams can support each other

8.3.3. Remote & Hybrid Teams

How MapsTell Helps:

- Makes invisible behaviour visible in digital communication.
- Helps teams understand why virtual conflict or misunderstanding happens (e.g., tone, speed, response time).
- Builds trust by encouraging intentional communication, especially when working across different behavioural styles.

Example:

A "Tactician" may want time to prepare and write a detailed message, while a "Diplomat" prefers a quick call. The map helps both understand and adapt rather than misread each other.

Tailoring Options:

- Modules on "Behaviour in Virtual Spaces"
- Digital versions of the World of Difference map
- Virtual team workshops using shared behavioural reflection prompts

8.3.4. In Summary:

Challenge	How MapsTell Adapts
Diversity & Inclusion	Promotes respectful curiosity, helps depersonalize behaviour, supports safe conversations

| Customer Service | Improves adaptability, empathy, and communication under pressure |
| Remote Teams | Enhances virtual collaboration by making behaviour more visible and manageable |

MapsTell isn't just adaptable, it's built to be tailored.

Because it's grounded in how people behave, it can be applied to any setting where relationships, collaboration, and communication matter.

9. Facilitator Credibility

9.1. Q : What training or certification do you have as a Mapstell guide?

Certified MapsTell Guides undergo a structured and comprehensive training program that qualifies them to facilitate behaviour-based sessions using the MapsTell methodology. This certification is more than just a technical credential; it's a deep dive into how to help people and teams understand and work with their own and others' behaviour.

MapsTell Certified Guide Training Covers:

9.1.1. Deep Understanding of the MapsTell Model

- In-depth exploration of the World of Difference map
- The 4 behavioural Areas (Decisive, Influential, Stable, Conscientious)
- The 16 behavioural types (e.g., Leader, Helper, Perfectionist, Mediator)
- Behavioural dynamics including good day and bad day patterns

Outcome:

Guides can interpret PersonalMaps and TeamMaps with clarity and behavioural nuance.

9.1.2. Practical Facilitation Skills

- How to run high-impact, interactive workshops
- Adapting sessions for different groups: teams, leaders, cross-functional settings
- Working with sensitive topics like conflict, inclusion, or difficult feedback using behaviour-first language
- Often MapsTell guides bring additional skill and experiences such as coaching, corporate experience to supplement their toolkit.

Outcome:

Guides can create safe, engaging, and action-focused learning spaces.

9.1.3. Tools, Resources, and Certification Materials

Offers access to:

- PersonalMaps & TeamMaps
- Route guides for behaviour development
- Workshop formats and digital facilitation tools
- Certification issued by MapsTell HQ or a licensed training partner

Note:

Only certified guides have access to the official toolkit and systems to generate validated MapsTell profiles.

Being a certified MapsTell Guide means that the facilitator is:

- Trained to deliver behaviour-focused learning experiences that are practical and safe
- Licensed to interpret and deliver PersonalMaps using the MapsTell behavioural language
- Committed to ethical, non-judgmental facilitation, respecting each participant's behavioural identity and context

9.1.4. In Summary:

MapsTell Guides are not just trained. They are certified behavioural facilitators who:

- Understand the MapsTell model in depth
- Know how to bring it to life in real teams and real conversations
- Have access to official tools and materials for high-quality delivery

THANK YOU