INSTINCTIVE DRIVES® (I.D.)

Everyone is wired differently. I.D. shows you how.

Discover what instinctively drives and motivates each person, what they need to operate at their best, and how people and teams can get the very best out of each other.

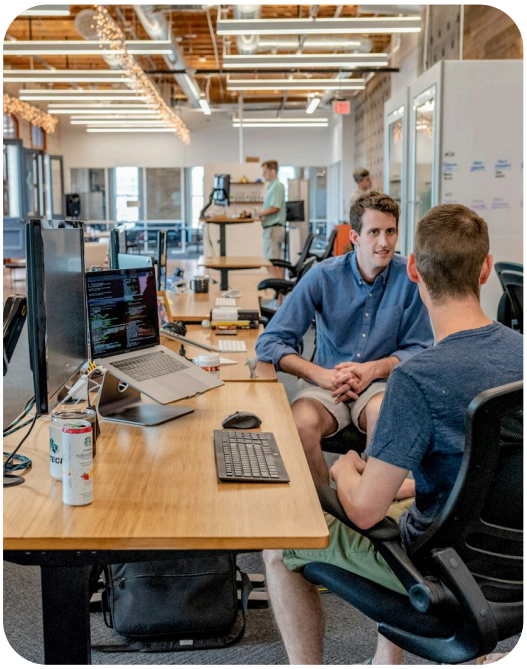


THE FOUR DRIVES

Behind why you do the things you do

Most tools describe how people behave. I.D. reveals why.

Instinctive Drives goes beneath behaviour and personality to the drives that motivate each of us. People feel seen and heard for who they really are, and that is what makes the impact fast, significant and lasting.



WHAT I.D. IS

A self-awareness, teaming and collaboration platform

A scalable, digitized and AI-enabled platform that shows people and teams how to work together effectively, based on the way each person is naturally wired and motivated: their **Instinctive Drives®**.

I.D. quickly becomes a **common language**. People show up as their authentic selves, speak their truth, use their different strengths and know how to get the best out of each other.

VERIFY **AUTHENTICATE** **COMPLETE** **IMPROVISE**

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WHY I.D. IS DIFFERENT

Four things people notice straight away

Drives, not personality

I.D. looks beneath behaviour and personality to what instinctively drives you, and why you do the things you do.

In stride, or out of stride

Know what you need to operate in stride with your authentic self, and spot early when a person or team is out of stride.

A deeper connection

People feel seen and heard for who they really are, which builds respect, trust and psychological safety, fast.

Practical from day one

Insights, strategies, coaching tips, the online I.D. Platform and I.D. Compass turn awareness into everyday action.

HOW I.D. WORKS

From insight to a team that works in stride

1

Discover

Each person completes a short online I.D. assessment.

2

Understand

Your personal I.D. and collateral live on the online I.D. Platform, where you can also see the I.D.s of colleagues in your network.

3

Activate

Hands-on workshops and coaching turn individual insight into team strategies. We also train your own **I.D. Champions**, internal people who scale I.D. across your organization.

4

Sustain

Your I.D. Champions keep I.D. alive as a common language, and the In-stride pulse becomes a team ritual for staying at your best.



MEET I.D. COMPASS

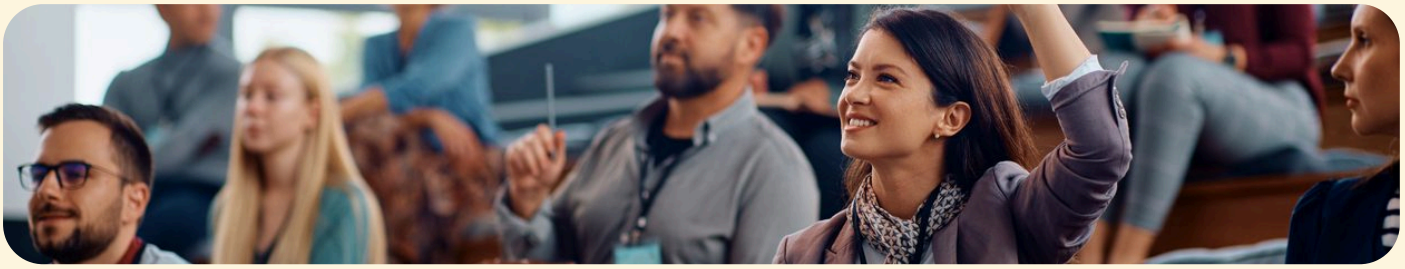
Your team's I.D., in the flow of work

I.D. Compass is the I.D. AI agent. It works alongside your internal collaboration and workflow tools, including your own AI coaching agents, so the right insight is there when it matters.

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WHO BENEFITS

What changes, at every level



Individuals

Understand what drives you, what you need to be at your best, and how your way of doing things lands with others.

Leaders

See how your natural style differs from your team's, know who your early adopters, collaborators and executors are, and give feedback that lands.

Teams

Trust and psychological safety build quickly. Friction surfaces sooner, decisions land more readily, and new members ramp up fast.

Organizations

A common language across functions that breaks down silos, strengthens culture and plugs into your L&D programs and collaboration tools.

THE IMPACT

What I.D. achieves across organizations

- Higher leader and employee motivation, engagement and retention
- Faster leadership development, manager effectiveness, team ramp and execution
- Shorter cycle times and lower attrition
- Lower risk of project, change and transformation failure
- More successful acquisition integration

CLIENT RESULT

6 months

instead of the 24 projected

By putting the right people in the right stage of a transformation at the right time, one client compressed a projected 24-month effort into 6 months, and credited I.D. as the key success factor.

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> Seeing our team's instincts mapped together made the connection immediate: when you understand how people are naturally wired, you can intentionally leverage those strengths to accelerate adoption, build trust, and optimize the organization for change.

Sonja Hurlburt
Director, Cloud & AI, Americas Customer Success Unit, Microsoft



What could your team achieve, in stride?

Discover your Instinctive Drives and see your people, and each other, in a whole new light.

Start the conversation

support@instinctivedrives.com

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