

YOUR

INNERSHIFT

ROADMAP

*Abandon self-deception, embrace self-actualization,
and progress towards self-transcendence*



DISTORTED MIRRORS AND ALTERED VISIBILITY

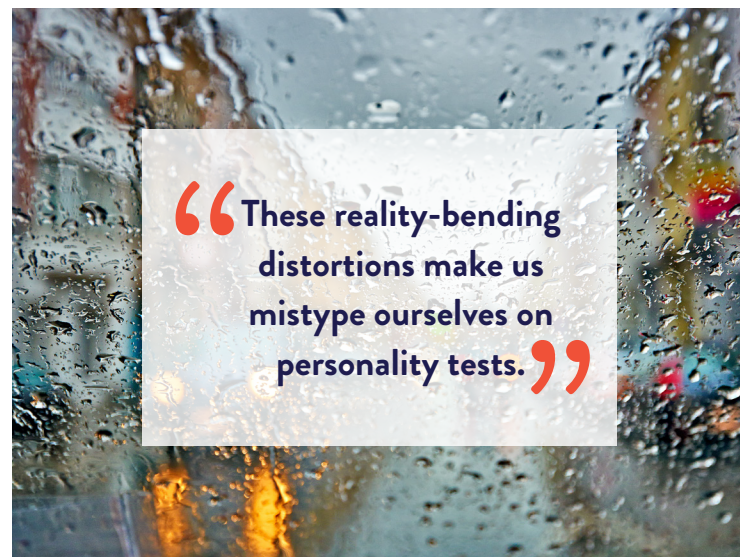
One of the biggest hurdles for any personality typing system to overcome is “cognitive distortion.” When our minds warp reality, we’re experiencing a mind distortion. **These reality-bending distortions make us mistype ourselves on personality tests.** When we bend reality in this way, it’s as if we’re taking a personality test while looking at a funhouse mirror. Sometimes our minds distort things intentionally to shape others’ opinions of us, **but we often do it without even knowing it.**

FLAWED SELF-REPORT PERSONALITY TESTS

If you’ve ever taken a personality test and found yourself scratching your head afterwards, you’re not alone. Millions of people each year receive surprising results on personality tests because they mistype themselves.

You’ve just filled out our personality test and received a result based on who you think you are. **Now it’s time to take your understanding of personality to a new level.**

InnerShift has created a new way to read personalities. You’ll discover that our approach helps bridge the gap between **who you think you are and who you really are.** We can quickly and accurately provide you with your in-born personality type and helpful insights about your strengths and weaknesses.



MASKS, PERSONAS & FACADES

Before you became socialized by society, you were prewired with a built-in personality language. Your personality language is your genetically-based, natural way of communicating. In moments where you felt safe enough to be authentic (especially when you were young), your personality language flourished.

You might also recall the experiences in your life that “shaped” your personality and made you who you are today. These experiences added new contrast to your life, altering the personality language you once understood so well. What’s more, these challenges introduced personality masks, personas, and facades - coping measures created by your subconscious to shield you from insecurities and fears. **As these masks continued to serve their purpose, they became familiar and safe.** Your new “normal” became a distorted and obscured version of your natural in-born personality.

When it comes to personality tests, it’s **nearly impossible** to objectively answer a question when a personality mask is distorting your vision. With each question posed, you have to navigate the conflicting views of **who you are, who you were, and/or who you aspire to be.** For example, you might like the idea of being spontaneous, but you can’t resist the urge to create an agenda the moment you wake up. Or you may find that you are only “spontaneous” when you’re with certain friends. Maybe you’ve noticed that you tend to be outgoing at work, but reclusive at home. It can be hard to distinguish the truth, or answer the most important question . . . “which one is actually you?”

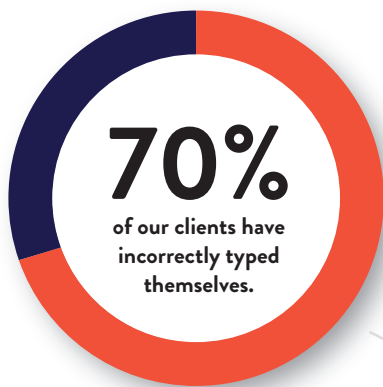


ALL-STARS & BENCH PLAYERS

Consider first that you were born with genetically-based major and minor personality traits. Your major traits are like all-stars on a sports team, and your minor traits are like bench players on the same team. Depending on your life experience, you may have more bench-players in the game than all-stars. **Your in-born personality is defined by your all-stars;** however, your behaviors (and personality test results) are often skewed by your bench players. Although you have the choice to use your all-star traits, adversity and insecurities tend to atrophy those strengths and deploy your weaker bench traits.

“Your in-born personality is defined by your all-stars”

These major and minor traits show why people often get conflicting results on self-assessment tests. It comes down to context - the situational balance between your all-stars and bench-players. Depending on context, **your answers may vary based on the players you engage in each role or situation.** Although you are the same person, you may approach each circumstance with different players on your team.



“It puts you on the path to making a life-altering inner shift.”



PAULOS RECOGNITION & INNERSHIFT

Luckily, we have objective sources to decode your in-born personality type. For instance, your DNA influences many things about you: how you look, how you behave, and even the way you perceive the world around you. DNA lays an important framework for personality and it also provides clues to see through the facades and distortions of experience.

The vast majority of clients that engage with us have already tried several testing methods. Approximately **70% of our clients have incorrectly typed themselves.** This is also true of organizations that engage with us at InnerShift to help them build systems to hire and empower employees. Most are composed of mistyped employees stuck in roles that misalign with their strengths and natural temperaments. To follow the metaphor, they are trying to win a championship with bench-players. **No wonder they aren't winning.**

Imagine building your company with people who know their all-star traits and play them each day at work. What would change? Would the work environment and productivity improve?

Our personality recognizing approach uses the most accurate and objective source possible - your DNA. Drawing from this source, our approach decodes your genetic indicators to break through distorted mirrors and reveal a new level of self-awareness of who you really are. **It puts you on the path to making a life-altering inner shift.**

InnerShift is a group of personal growth leaders, coaches, and personality reading experts. We utilize transformational life strategies and a new and unique intuitive-scientific approach to understanding your own personality and the personality dynamics within organizations.



BUSINESSES AND ORGANIZATIONS

We help your companies, groups, and teams better understand one another, communicate successfully, improve conflict-ridden relationships, become more cohesive, increase productivity, enhance work culture, and decrease disengagement at work.

We also assist executives, managers, and supervisors in improving their leadership and relationship skills. As a leader at your workplace, we'll provide you with accurate information and actionable insights for the different personality types within your company. **Your employees will feel seen, heard, and valued by you like never before. They will respect you and appreciate the way you connect to them.**

During our engaging sessions, we will interact with you and your team while assessing the various personality types present. We will then provide you with the results of our analysis in real time. You will receive valuable feedback and coaching regarding the mix of personalities we've observed. Prepare to be entertained and enlightened as we use your unique combination of personality types to give

you options and suggestions for improving your workplace dynamics and optimizing morale and productivity. You are going to love our highly-customized reports and instruction.

Let us help you to **become confident leaders who connect to their teams and speak their personality languages.** It will engage and motivate your people. Let us help your teams to **end conflicts and miserable working relationships** by helping you deeply understand one another and how to communicate. We can help you all to **become self-aware** of your true selves and the true nature of those around you. It will surprise you and amaze you. Go now to **www.innershift.com** and provide us with your contact information at no obligation so we can contact you to learn more about your specific needs. **It's time to learn about your inner self and to create an inner shift team.** We look forward to hearing from you.



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