



Spiral Dynamics Analysis – What comes with each profile?

There are six potential perspectives that the profiling can offer. Three individual and a potential three extra for groups.

Individual Profiles:	Contain these components:
1 – Values Profile	1a Main personal values report
	1b Graphical personal values summary
	1c Descriptive personal values summary
2 – Change Profile	2a Main personal change report
	2b Graphical change report summary
3 – Reinventing Culture Profile	3a Reinventing culture ‘helicopter view’
	3b Reinventing culture ‘granular detail’
Extra Group Profiles:	Contain these components:
4 – Group Values Profile	4a Group values graphical summary
5 – Group Change Profile	5a Group change graphical summary
6 – Group Reinventing Culture Profile	6a Group reinventing culture ‘helicopter view’
	6b Group reinventing culture ‘granular detail’

Profile Descriptions

1. Personal values profile – shows the distribution of accepted and rejected value systems that a person has activated at their time of testing. With the additional group option, the results are compiled together to provide a group graphical values profile.

2. Personal change profile – shows the attitude that a person has to change at the time of testing. For individuals, it is important to pair this with the personal values profile as two people can have the same values profile, but completely different life conditions and desires for actual change. This can be very useful to design appropriate next steps or to decide that no next steps are required.

With the additional group option, the results are brought together to provide a group graphical change profile.

3. Reinventing culture profile – this shows how the person's personal values interact with the culture and structures of the organisation they find themselves in. As with the other parts, this can be undertaken individually or as a group.

This is believed to be the only test of its type currently available globally. When taken as a group, this profile gives insight and focus to organisational hot spots where change is really desired and where change is not. Again, this can reduce wasted energy and help identify and support genuine change makers.