




**Are you taking  
advantage of  
your people  
full potential?**

# **Benziger Thinking Styles Evaluation**

**INTERNATIONAL CERTIFICATION  
WORKSHOP**

The background of the entire image is a blue-tinted photograph showing the silhouettes of three people in a meeting. They are positioned in the upper half of the frame, looking down at something out of view. The lower half of the image shows a modern building with a glass facade and several small, square, illuminated panels. A semi-transparent grey rectangle with a white border is centered in the middle of the image, containing the text. Above the text box, there is a decorative element consisting of several parallel white diagonal lines.

THE ONE AND ONLY ASSESSMENT TOOL  
THAT ALLOWS YOU TO IDENTIFY THE  
DEVIATION OR ADAPTATION OF YOUR  
NATURAL THINKING TYPE



We present an innovative tool that provides information on human behavior from a **neuroscience** perspective.

It is very useful for executives, consultants, therapists and anyone interested in guiding others to achieve **better performance, improving quality of life and well-being.**

The Benziger Thinking Styles Assessment report shows the natural preferences of the individual and how they have been adapted or deviated in response to the environment demands.

Neuroscience has shown how individuals tend to be more effective and successful when they are valued by the use of their **natural abilities.**

The Benziger Thinking Styles Assessment is designed to help individuals improve their effectiveness, collaborative skills and well-being through a **better understanding of one's strengths.**







# Licensee Level 1 Certification

## WHAT IS A LICENSEE LEVEL 1?

The Level 1 Licensee certification holder is fully accredited to apply, interpret and provide feedback on the Benziger Assessment all around the world.


Once the face-to-face training is done, participants must complete a series of assignments for further review.

Those who complete the certification will receive a certificate from the International Coaching Federation (ICF) accrediting 24 of continuing education credits (CCE).



Continuing Coaching Education  
International Coach Federation





Upon Certification, we'll provide a license to use the Benziger online software, which allows you a total autonomy to administrate the tests that you apply internally within your organization or with your clients.

**You will receive:**

- Preparation and training as Level 1 KBA Licensee to be able to produce assessments from the BTSA and interpret KBA terminology and theory. KBA Licensees may then use the BTSA techniques in organizational development, vocational guidance, help people identify their natural leads, recognize falsification of type, and how these realizations may affect their life, among other uses.
- Accreditation of Credits of Continuing Education in Coaching (CCE), endorsed by the ICF (International Coaching Federation).
- User license in the online platform, loaded with 5 free applications.
- Bibliography and support materials on which the research of the "Benziger Thinking Styles Assessment" model (BTSA) has been based.
- Application, review and return of results of your own BTSA assessment and evaluation and feedback of the 3GO study results report, **360° evaluation** based on the KBA Thinking Styles Competency Dictionary.
- Access to the TALENT PROFILING module, which provides reports that allow you to compare the selected candidates with a position in particular, as well as making comparisons of a person with several positions simultaneously.
- Access to perform "Team Analysis".
- Among others.





## Some benefits of BTSA

### HOW THE BENZIGER THINKING STYLES ASSESSMENT (BTSA) DIFFERS FROM OTHER TOOLS THAT EVALUATE THINKING STYLES?

The BTSA is the only evaluation that allows you to identify deviation or adaptation of your natural thinking style, allowing you to improve your physical and emotional health.

The Benziger is a valid and reliable tool supported by **more than 15 years of research, with more than 600 licensees spread in 28 countries worldwide.**

During certification, Dr Benziger research results are studied, related to neurophysiological, psychological and behavioral components that support the Benziger Model.

### The participants will receive the following Books written by Dr. Benziger:

- Thriving in Mind
- Physiological and psychophysiological bases of the Jugian concepts
- Falsification of types
- Overcoming depression



USED SUCCESSFULLY IN MORE THAN 20 COUNTRIES BY  
LEADING COMPANIES, FOR MORE THAN 15 YEARS

## IN WHICH AREAS IT CAN HELP YOUR COMPANY?

- ✓ Raising self-knowledge
- ✓ In selection processes
- ✓ In the creation of retention programs
- ✓ In the design of career programs
- ✓ In the improvement of communication
- ✓ In the formation of highly efficient teams
- ✓ In the design of competency models
- ✓ In the improvement of positions profiles
- ✓ In coaching processes
- ✓ In decreasing turnover







## Companies who trust us

"Without a doubt the Benziger has become an indispensable tool in our executive development processes through coaching, succession plans and others strategic actions lead by the Human Talent areas of the different companies.

Furthermore, The Benziger Thinking Styles Assessment has allowed us to take practical actions and is easily applicable to the day to day worklife in regards of communication processes, both internally and with our clients; as well in the creation of teams at work. Each of our leaders have seen benefits as soon as they have been able to improve their skills and effectiveness in their team management".

**Ricardo Bolaños Davis**  
**Corporate Organizational Development**  
**Director**  
**Pellas Group**







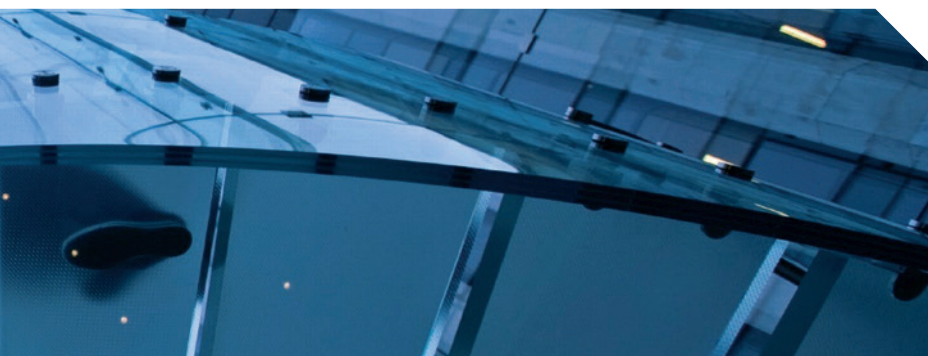
"Since 2003 we use the Benziger Thinking Styles Assessment as part of our organizational development processes in our talent review sessions with our CEO and country managers, as well as in sessions to improve the organizational climate. The Benziger Thinking Styles Assessment has allowed us a better way of making decisions, both in our processes of selection of personnel at the level of internal promotions. We have experienced the richness of having the contribution that each collaborator makes from his style of thought. The Benziger Thinking Styles Assessment allows an understanding of people much greater than the other tests with which the market counts".

**Carolina Mora**  
Regional Talent Development Advisor  
BAC-Credomatic Network

"The Benziger Thinking Styles Assessment is an excellent tool to support organizational development processes, self-knowledge and knowledge of others. Unlike other tests, the Benziger Thinking Styles Assessment provides a very different perspective about oneself.

Our collaborators have found it very useful in discovering themselves, some had never known themselves so deeply. We use it for the construction and development of teams, the managers use it in their daily interactions with their collaborators, taking advantage of what motivates each one the most".

**Vanessa Yuen**  
Human resources manager  
Coca-Cola Singapore



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