



Solving your People Problems

12
SHAPES

Beyond DISC & Myers-Briggs: They were interesting but had no real ROI - that all changes with 12 Shapes Science.

Next Generation People Science

The 12 Shapes is next-level people science that reveals the "why" behind behavior, giving you actionable understanding of your team.

Not based on Personality

This system goes beyond personality to reveal the true drivers of behavior. It guides people toward balanced, effective behavior and improves their relationships with others.

We are on a mission to create a more tolerant and accepting world where we humans all get along.

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Introduction: Every business faces people problems. It's the wildcard in every company's success. You may have great products and efficient systems, but **if your team is plagued by conflict, poor communication, or bad management, everything suffers.** High turnover costs millions. Team friction drains productivity. And old personality tests like Myers-Briggs and DISC have never actually solved these issues. They never taught people how to get along and respect each other.

The Solution: 12 Shapes People Science, unlike outdated personality tests, goes beyond personality. It provides a revolutionary approach to understanding and managing behavior. Our system gives you insight into what truly drives each person on your team — their values and fears. This knowledge gives you the tools to build trust, improve communication, and motivate your people in ways no other system can. It creates empathy, respect, compassion, and appreciation for other people.



Why People Skills Matter (Even Outside of Work)

People don't leave their personal problems at the door when they walk into the office. Stress, family conflict, and personal struggles affect productivity and morale. 12 Shapes training doesn't just improve work relationships — it helps people manage relationships at home, too. When employees gain self-awareness and emotional intelligence, they become better parents, partners, and friends. **Happier people are better employees.**

The Problem: Why People Problems Cost You Money

- 1. High Turnover** – Replacing employees is expensive. Recruiting, training, and onboarding new hires costs thousands per person. Teams that feel disconnected or misunderstood are more likely to quit.
- 2. Office Gossip & Drama** – When teams don't understand each other's behavior, small issues escalate. Gossip, grudges, and "us vs. them" mentalities arise, wasting time and damaging morale.
- 3. Bad Mix of Personalities** – Team members with different motivations and fears often clash. Without a framework to understand each other, these differences create inefficiency and miscommunication.
- 4. Unengaged Employees** – People disengage when they don't feel valued or understood. This leads to "quiet quitting" and lost productivity. Teams need to feel validated and supported.
- 5. Managerial Mistakes** – Bad managers are often at the heart of team problems. Managers who don't know how to motivate or communicate effectively create tension that spreads throughout the team.

How Much Is This Costing You? Turnover costs can be upwards of \$50,000 per employee, and team inefficiencies can result in millions in lost productivity. Companies can't afford to leave people problems unaddressed. It's time for a better approach.

Our Revolutionary Solutions

1. Group Training (On-Site or by Zoom)

Our 12 Shapes training is not just another workshop — it's a mind-blowing experience that will completely change how you see human behavior. This interactive, engaging session reveals the hidden "wiring" behind people's actions, showing you that people are far more predictable (and simpler) than you ever imagined. Participants will uncover the keys to understanding themselves and others, improving communication, resolving conflict, and achieving balance in their own behavior. This isn't just useful — it's unforgettable. Available on-site or via Zoom for ultimate flexibility.

2. Individual Coaching (The Most Powerful Option)

Our one-on-one coaching delivers results that group training simply can't match. In just 30 minutes, we can achieve breakthroughs that would take hours in a training session — especially with problem employees. Our expert coaches work directly with employees and managers to help them understand their Shape and the Shapes of those around them, leading to profound self-awareness, better communication, and stronger leadership. This isn't surface-level change — it's lasting transformation. Our proven track record shows that employees don't just improve temporarily; they shift their behavior for good, creating a more balanced, effective, and engaged workplace.

3. Custom Organizational Tools

- Org Charts by Shape: See at a glance which Shapes make up your team. Use this to predict team dynamics, avoid conflict, and make smarter assignments.
- Office Posters: Keep team members aware of each other's Shapes with Shape cheat sheets displayed on the office walls.
- Shape-Branded T-Shirts: Reinforce Shape pride with fun, team-branded T-shirts for employees.
- Books and Resources: Equip your team with in-depth guides and resources to deepen their understanding of the 12 Shapes.

4. Hiring Right Systems

- Shape-Focused Role Analysis: Identify the ideal Shape for each role based on the position's needs.
- Job Posting Templates: Craft job descriptions that attract candidates with the right Shape.
- Interview Guides: Get interview questions tailored to assess a candidate's Shape, balance, and alignment with the role.
- Screening Tools: Ensure new hires fit your team's dynamics, reducing costly turnover.

The Real ROI of Solving People Problems

When teams understand their 12 Shapes, they become more than coworkers — they become collaborators. This isn't "soft skills" training. It's business strategy. The ROI is clear:

- 1. Reduced Turnover** – When employees feel understood and valued, they're far less likely to leave. Companies that implement 12 Shapes see turnover rates drop significantly.
- 2. Increased Productivity** – A team that understands each other's motivations and needs works better together. Projects move faster, and meetings are more efficient.
- 3. Better Leadership** – Managers gain tools to motivate employees based on their Shape, not guesswork. This leads to more engaged and productive employees.
- 4. Improved Morale** – When people feel seen and understood, they're happier and more engaged at work. This happiness spreads throughout the entire team.

How to Get Started

Ready to solve your people problems? We're here to help you take the first step toward a stronger, more engaged team.

- 1. Visit 12Shapes.com** - and take the quiz yourself. It's free and will let you experience the magic of understanding yourself immediately.
- 2. Schedule a Free Consultation** – Talk to a 12 Shapes expert and discover the best options for your team.
- 3. Request a Free Demo** – See the system in action and learn how it will change your team for the better. 801-231-0107



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Why 12 Shapes Is Better Than Myers Briggs, DISC, Enneagram or Traditional Personality Tests

1. Personality Tests Are Outdated

- Myers-Briggs and DISC are limited to surface-level traits. They're good conversation starters, but they don't offer actionable insights on behavior. They are too complex to remember and don't do anything to help interactions between people.
- The science hasn't evolved in decades and has never created real change in behavior or performance. Companies have spent millions on these programs with no ROI.
- 12 Shapes reveals what drives people's behavior — not just how they act, but why they act that way.

2. 12 Shapes Provides Actionable Insights

- Once you know someone's Shape, you know how to motivate them, reduce their stress, and engage them. You understand them. You get how they are wired and what they need to feel safe and successful at work.
- You will understand what actually creates bad behavior and how to correct it quickly.
- Managers know which communication styles will work best for each employee, creating a more efficient and harmonious team.
- 12 Shapes isn't just another personality test. It is a blueprint or peek under the hood that allows you to truly understand yourself and other humans. This means knowing exactly how to relate to them in a positive way.

3. Real Behavior Change

- Personality tests create "awareness" — but 12 Shapes leads to transformation. Your team will walk away with actionable insights that change the way they interact every day.
- 12 Shapes changes behavior by showing employees how to actually be the best them and how to avoid the subconscious triggers that create bad behavior.
- 12 Shapes instantly creates compassion and understanding for co-workers you previously judged or disliked. You will now see them as the infinitely valuable, unique, quirky but magical being they are. This changes everything.

12 SHAPES™

| Secondary Value System | | | | |
|------------------------|---|-------------------------------|-----------------------------|---------------------------------------|
| Over-Values | People (Intrinsic) | Task/Things (Extrinsic) | Concepts (Systemic) | Polygonal (All Values) |
| Primary Value System | People (Intrinsic) HEART Empathetic Fear of failure | CIRCLE Enthusiastic | OVAL Obedient | OCTAGON – PCT Intuitive |
| | Tasks/Things (Extrinsic) STAR Expressive | ARROW Achiever | RECTANGLE Learner | DIAMOND – TCP Perfectionist |
| | Concepts (Systemic) CROSS Activist Fear of loss | RHOMBUS Conqueror | TRIANGLE Inventor | SQUARE – CPT Survivor |

Your Shape is based on your core fear and your value systems.

There are 3 value systems:

- People
- Tasks and Things
- Concepts

We all value all of them, but we overvalue a few of them. When you overvalue one thing, you will neglect or undervalue something else. There are 12 different value system combinations and these along with the two core fears - make up your unique Shape.

Polygonal (Trauma) Shapes overvalue everything with an emphasis in one system.

