

## The OneSmartWorld 4Dimensions Inventory (4D-i) Competitive Advantage

Your people's brainpower is your sustainable competitive advantage. The 4Dimensions Inventory (4D-i), is the first business based solution designed to accelerate productivity and innovation by tapping into the brain power of your people. Developed by Bob Wiele, founder of OneSmartWorld, and his research team of organizational behavior psychologists, the 4D-i delivers a practical solution that makes an immediate impact on people and on results.

The 4D-i is the passport into OneSmartWorld's system of business based productivity power tools. The 4D-i has been selected by progressive business unit leaders at BMO Financial, Canadian Cancer Society, CanWest, CIBC, Computershare, Conference Board of Canada, Canada Revenue Agency, Department of National Defense, Globe and Mail, IBM, Investors Group, Microsoft, National Coaches Institute, Ontario Science Centre, Southern Alberta Institute of Technology (SAIT), Shell and UBC. They have used the 4D-i to develop leaders, improve managerial self-understanding, inventory human capital, build high performance teams and accelerate business planning, group problem solving and innovation.

### A Remarkable Set of Firsts

- Selected as the #1 self-assessment instrument for leadership and management development
- 1<sup>st</sup> psychological measurement instrument recognized for its contribution to scientific research and experimental development in Canada
- 1<sup>st</sup> instrument to incorporate personal spirit – the X factor in performance and resilience
- 1<sup>st</sup> instrument to integrate thinking skills, emotional skills and personal spirit
- 1<sup>st</sup> to deliver an all in one integrated online solution

### **Selected #1 System for Leadership and Management Development in the World**

From a pool of 120 self assessment instruments, the 4D-i was rigorously tested and selected as the best overall, by an independent panel of experts, for use with over 5000 managers in Leading the Way, the government of British Columbia's innovative multi-year development program.

### **1<sup>st</sup> Psychological Measurement Instrument recognized for its Contribution to Scientific Research by the Government of Canada**

The Canada Revenue Agency's Scientific Research & Experimental Development program awarded the 4D-i as the first ever psychological assessment instrument recognized for scientific advances in measurement theory in 2002, 2003, 2004 and 2005.

### **1<sup>st</sup> Instrument to Measure Personal Spirit**

The 4D-i is the first instrument to map out personal spirit, three factors that are scientifically co-related with high performance and resilience.

### **1<sup>st</sup> Instrument to integrate Thinking Skills, Emotional Skills and Personal Spirit**

The 4D-i measures preference for the thinking and emotional core competencies that knowledge workers and leaders need to succeed - creativity, understanding, decision-making and personal spirit.

### **1<sup>st</sup> Ever All-in-One Integrated Online Solution – Assessment + Interpretation + Personal Profile Report + Action Planner + Coaching Tips + E-tools all available 24/7**

The 4D-i is the only integrated online system to first combine a scientifically reliable self assessment, with instant online interactive results, detailed self coaching advice, a printable state of the art report of individual results in a PDF format, plus online personal productivity tools to manage tasks, time and relationships on the job.

## Benefits to You

- Save time and save money
- Get business results using one common language for the entire enterprise
- Focus on learnable strategies not personality traits
- Benefit from 4 years in development and over 1 million dollars invested
- Scalable – from one person to enterprise
- Risk free 100% guarantee

### Save People Time

The 4D-i results are delivered online, instantly, and are available 24/7. People self administer and learn the essentials of what their profile means, print out their results and learn how to leverage their strengths. This saves valuable training time for skill development and application.

### Save Business Money

Leverage the one time investment in the 4D-i over and over, as people use the OneSmartWorld common language to improve communication, reduce conflict, solve problems, put teams together, increase employee engagement, and improve meeting productivity.

### Get Immediate Impact and High Transfer into the Workplace and Home

The 4D-i system delivers an easy to remember system of skills and knowledge that people can apply and use immediately in the work place as well as in their personal relationships. Clients consistently report a high degree of 'stickiness' and transferability for individuals and teams.

### Learn One Common Language, Achieve Unlimited Business Applications

The 4D-i delivers a common language that can be used to overcome silos and facilitate cross functional problem solving. Use the 4D-i and the OneSmartWorld system to improve everything from personal development to teamwork, from customer relationship management to team selection.

### Focus on Learnable Strategies not Personality Traits

Conventional assessments like MBTI or Social Styles measure personality types and traits. The 4D-i is a next generation system. It takes people to the next level with a powerful portfolio of 21 learnable right brain and left brain strategies to leverage strengths and expand capabilities in leading, problem solving, communication and inter-personal relationships.

### Benefit from 4 Years of Research and Development, 1 Million Dollars Invested

The 4D-i was normed on a broad selection of over 1000 executives, professionals, managers and front line service individuals from across North America. The 4D-i was developed in a series of experimental market-tested prototypes from 2000 to 2004, using the best scientific research protocols available. The 4D-i is a rare combination of scientific reliability and statistical accuracy with state of the art convenience, simplicity and ease of use and instant applications.

### Scale It - from One Person to Teams to the Enterprise

Inventory the human capital talent pool in your organization –from one person to a business unit to the entire enterprise.

### Risk Free 100% Guarantee

The 4D-i comes with a full 100% satisfied or you get your money back guarantee.

*"Finally a tool with substance and panache to innovate the collaborative thinking of your enterprise. With years of clients success, Bob Wiele and his team have done it again with the 4D-i – a dynamic instrument with solid research as its foundation."*

Debra Amidon, author, *The Innovation SuperHighway*, and CEO of Entovation Inc.