

CASE STUDY



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We needed to improve internal communication and decrease conflict to give us more time to focus on the job in hand of growing our business.

Every single member our Aspire Pharma team experienced the programme which was delivered seamlessly by Reality HR's Accredited Insights Discovery Practitioner, Donna by delivering a series of interactive workshops and follow up 1-1 meetings with every member of our Aspire Pharma team.

Debra Roberts – Director



ASPIRE[®]
P H A R M A

Meet ASPIRE PHARMA and learn about **the challenge** they faced with their HR

Aspire Pharma is a British pharmaceutical company that specialises in the licensing and marketing of both branded and generic medicines and medical devices.

As a rapidly growing business in a niche market, Aspire Pharma identified teamwork as a major development area key to supporting their future plans. Reality HR saw Insights Discovery as the perfect solution.

What is Insights Discovery? Insights Discovery is a psychometric tool based on the psychology of Carl Jung. It uses a simple and memorable four colour model to help people understand their style, their strengths and the value they bring to the team. They are referred to as colour energies, and it's the unique mix of Fiery Red, Sunshine Yellow, Earth Green and Cool Blue energies, which determines how and why people behave the way they do.

Insights Discovery Personal Profile uses a common language that makes it easier to identify strengths and address weaknesses, so that individuals and teams can perform at their highest level. As a result, people understand themselves, understand others, and make the most of the relationships that affect them in the workplace..

Everyone receives a personal profile to help them understand themselves better and therefore better enable them to connect with others.

The action taken by Reality HR

Reality HR recognised that Aspire Pharma needed so much more than a team bonding exercise, they needed a cultural shift in their organisation to support their continued growth plans, so we introduced them to Insights Discovery.

Debra Roberts, Director at Aspire Pharma said: "Once we had experienced Insights Discovery, we were all able to see ourselves more clearly and begin to establish actions plans for improvement. Relationships are smoother, allowing everyone to focus on the day job, and not the team dynamic."



Insights Discovery has had a huge positive impact not only on morale, but on our business too. The transformative power of our self-awareness won't just support us short term, but continue to help our business in the years ahead.

Debra Roberts Director

The outcome

As a result of the training, every employee in the organisation can now:

- Understand the behavioural preferences of individuals and how these can sometimes cause conflict
- Identify practical solutions to help people with different preferences work more effectively together
- Build a more supportive and engaging team environment

