

it's personalized  
it's customized  
it sticks  
it works



## the big idea

The idea of Lumina Learning was formed after many discussions with academics and business leaders. Our main objective is to move from old, transactional approaches to newer, creative ones in order to help organizations see people, their most valuable resource, not as human doings, but as human beings.

One of the unique aspects of Lumina Learning's approach is the humanistic idea of embracing paradox. For example, in any team there can be team members who seem to have diametrically opposed personality traits. When these team members are able to value each other's differences, teamwork can flourish, rather than clash. Therefore, Lumina's tools can help solve issues that the organization may be facing by resolving conflicts and by helping teams to work together harmoniously, leading to increased productivity.

We've found that every individual possesses opposing personality traits. Our tools aid personal development by assisting others in embracing all their personality traits and working to build on their strengths and examine their weaknesses. Our work clearly indicates that individuals who are willing to look inside and embrace their own diametrically opposed personality traits can significantly improve their personal effectiveness and enhance performance.

## introducing lumina spark

“ He who knows others is wise.  
He who knows himself is enlightened

- Lao Tzu

Lumina Spark is the latest innovation in professional development and assessment tools as it breaks free from the world of dry, out-of-date psychometrics and stereotyping personality tests. Every other type of technology has advanced at a blinding rate, so we thought it was time to give what we like to call ‘people technologies’ a 21st-century upgrade too. This is even more necessary given that as businesses today are so diverse and dynamic, any solutions must be equally complex and robust.

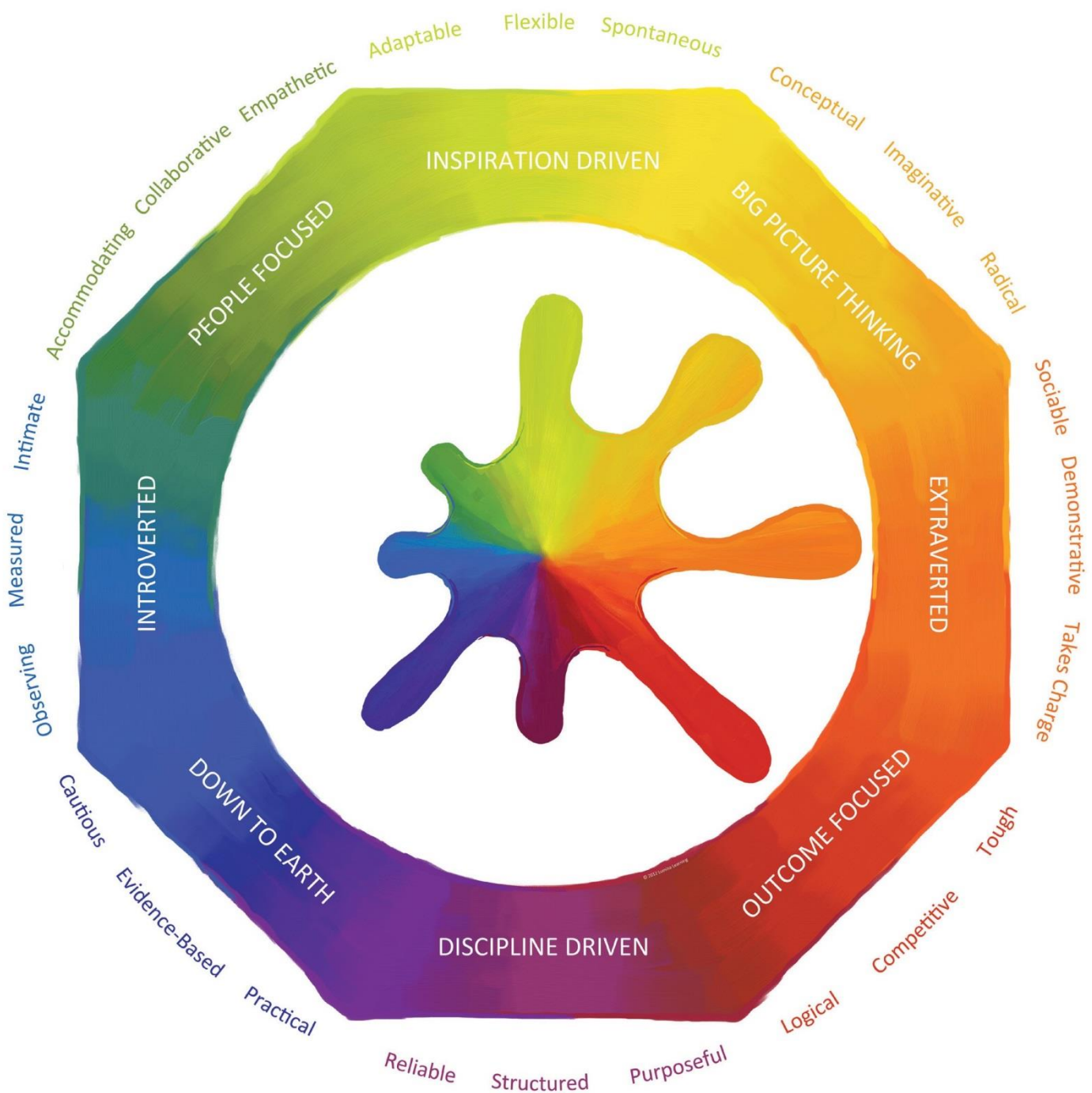
The Lumina Spark model is the result of years of research combining expert knowledge with human integrity, building on precisely what works in psychometric assessment for businesses and eliminating what doesn't. Our framework aids self-understanding and rapport-building in a way that is authentic and practical yet easily customizable to suit your needs and values.

If you are...

... looking for new and exciting ways to enhance the working relationships within your organization,

... but skeptical of the benefits and ethics behind today's assessment tools,

Lumina Spark will give you, your business and your people the solutions you are looking for.



## how does lumina spark work?

We invite you and your team to take an online 144-item questionnaire.

Based on how you answered the questionnaire, we paint a 'Portrait' for you - a personalized document that is full of insightful information on yourself and your relationship with others.

Using your Portrait as core material alongside workbooks, mats and cards, our highly trained professional facilitators will work with you and your team on a specialized program that will be designed in collaboration with you to bring you the desired results.

no stereotypes  
no labels  
no boxes  
no cells

#### It's Personalized

We measure 24 Qualities on a continuum - we call these 'traits' not 'types'. We want all our products and services to value you as an individual so that working with us offers a genuine, personal experience.

#### It's Customized

Our validated psychometrics, systems and resources are completely customizable. With each customer we are determined to tailor our services to provide you and your business with the solutions and focus you are looking for.

#### It Sticks

We use memorable colors and jargon-free, practical language that allow people to quickly grasp and internalize our model. Despite Lumina Spark's sophistication, it is elegantly constructed into three levels: Four Colors, Eight Aspects and 24 Qualities. No other model offers the same level of depth and accessibility.

#### It Works

We take pride in the scientific rigor behind our model. Based on the latest in Big5 research and certain elements of the Jungian lens, we are able to measure what we call your 'Three Personas' - the underlying you, the everyday you and the overextended you. Another distinct feature of the Lumina Spark model is what we call 'Embracing Paradox', which recognizes the complex contradictions that make each one of us unique. We use 'both/and' thinking and do not pigeonhole people with the dated 'either/or' approach.

## some kind words from our customers

“Having experienced a Lumina Spark workshop I have become more and more effective in my ability to run projects and handle the people side of things. My teams are experiencing less conflict and I feel great gratitude to the facilitators that helped me learn and grow in such a powerful way.”

“I was a big-time skeptic but after my experience of working with Lumina Learning I have a renewed faith in psychometric assessment. Lumina Spark is a fun and a fantastic way to learn about yourself and those around you.”

“This is the most practical and inspirational method for raising our staff’s self-awareness and improving communication that I have ever experienced.”

“The team are friendly, and brilliant. Their services live up to the values they promise on their homepage and that for me was very, very important.”

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