



MEDIA RELEASE
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Kiwi learning and training tool a hit around the globe

TetraMap, an innovative Kiwi training tool, is being snapped up by huge multinational corporates with Deutsche Bank in Europe, Ralph Lauren in New York and Atos Origin in the UK recently incorporating it into their training programmes.

TetraMap, which works on the principle that changing people's mindsets can change organisations, is to become a significant component of the *Inspiring High Performance (IHP)* programme run by professional services consultancy Arcadia Consulting, for 8500 Deutsche Bank executives around the world.

Arcadia Consulting senior partner Andrew Hughes-Hallett said that in the current economic climate, many companies, particularly large multi-national banks, realise they need to invest wisely in their leaders, more so than ever before.

“Large multi-nationals like Deutsche Bank want to be recognised for their world class leadership culture and have invested in the IHP programme to enable their leaders to be more authentic, accountable and inspiring. The TetraMap tool is a very important part of the IHP programme in helping them achieve that.”

Founded by New Zealand couple Jon and Yoshimi Brett, TetraMap uses the elements of nature – earth, air, water and fire – as a metaphor to describe people and their preferences. The tool is already being used in Asia, the UK, Europe, USA, Australia and Mexico, with clients including American Airlines, Carphone Warehouse, BSKyB and the Singapore Armed Forces.



Yoshimi Brett said that they have found acceptance of TetraMap in a wide range of different countries, cultures, organisations and ages, with products available in more than seven different languages including Russian, Polish, Spanish, German and Dutch.

“We designed a tool that was easy to understand, enjoyable to use, focused on valuing differences, and was cost effective at all levels of an organisation. Client feedback and change has been overwhelmingly positive and has shown real results in achieving the initial goal: reduce conflict in the workplace.”

TetraMap's use of nature's elements has also had strong resonance with organisations and cultures in New Zealand, including Maori, and as a result is used by several Maori training and higher educational institutes.

Ms Brett said communication is not only at the heart of many organisational problems, but also at the heart of building positive teams and creating and fostering positive organisational culture.

“TetraMap was developed to create powerful learning experiences which are not offered on report-based reviews of self.”

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About TetraMap

TetraMap is a cross-cultural training tool for better behaviour and performance in the workplace. Its user-friendly workbooks and leader-guides facilitate how to develop people and organisations. It was developed by Jon and Yoshimi Brett and first used in 1992.

Its origins come from studies of ancient philosophy that looked to nature as a reflection of behaviour. It also takes learnings from Buckminster Fuller's (1895-1983) work that looked to nature from a perspective of helping humanity solve global issues through his design science methodology, as well as his theories about the tetrahedron. In 1995 they integrated the tetrahedron and the four elements of nature – earth, air, water and fire – to form their model which led to the publication of TetraMap® in 2000. This now forms the basis of their programmes and products that are used around the world.

For further details see www.tetramap.com.



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