

TETRAMAP – VALUE ADDED & ROI SERIES

TetraMap is frequently asked by potential customers to demonstrate how TetraMap adds value and provides return on investment to their business. In this overview Earth / Air element Sue Schoormans from Norway explains how becoming a Certified TetraMap Facilitator is not only adding value to her business, but has also changed her life!

A mountain scene grabs my attention...

My TetraMap journey began in 2007 when I visited the TetraMap stand at the UK Annual CIPD conference and attended the taster session. I could immediately relate to the mountain scene I chose as a reflection of something about me – how was I to know that such a simple picture would reflect my preferred behavioural style.

So intrigued and wanting to learn more, I attended the TetraMap facilitator workshop in June 2008. I remember walking into the room and thinking to myself “**not the usual training set up**” I had grown used to over the years.” However I was open to learn and that I surely did. My EARTH (firm) and AIR (clear) behaviours drove me mad as I tried to ensure that everything I took part in I fully understood, was perfect and to the point.

Once I convinced myself to trust the simplicity of the tool and the ease of the process, I set about using my contacts, clients and networks to talk about TetraMap and how I saw it could add value to their world.

A Board meeting in Oslo...

Was my first Why Are You Like That? workshop. It was a huge success and really assisted the newly appointed board in creating and implementing the organisational strategy that everyone bought in to. At the end of this event, I was even more convinced about the simplicity and effectiveness of TetraMap.

This led to a further invitation to facilitate another workshop for members of the same association, the ALPBW. Another resounding success, where everyone came away buzzing with enthusiasm because they had been given the opportunity to be themselves and “**how we all love to be ourselves**”.

....to an International Conference in Prague

Next I applied to present TetraMap at an international conference in Prague where the theme was ‘Wisdom In Action’. The screening process was tough (video evidence required). I used all my air attention to detail to ensure every aspect of my application reflected the conference theme, and used the marketing tools and encouragement provided by TetraMap to support my application. I was thrilled to be accepted, with over 450 participants from 16 countries attending.

The feedback from the workshop I received was amazing. What more could I ask for with comments such as: “**energised, fun, fabulous, best session of the conference**”.

Aftercare is also important....

Following each and every workshop, I write personally to each attendee including a report of the results of the workshop. The report includes a summary of the presentation where people share “how to approach/ how not to approach my element” and “where we add value to a team” perfect for attendees to refer to afterwards when communicating with their family, friends, work colleagues and their boss. What’s more the report is a way to **generate future business and to continuously expand my business network.**

Since the Prague conference I have been put forward to deliver workshops at several other European Womens Networking events across Europe.

And so to Return on Investment.

Several workshops, several referrals, and very happy clients later, TetraMap is helping take my business and my profile in a whole new direction, and getting bigger and better for me all the time. My vision, knowing the huge potential for return on investment in my business is very simple.....to use TetraMap with clients whatever their issues - as all issues relate back to communication anyway don't they?

Consider this.....the impact of improved communications in anyone's workplace. For me, the list is endless and includes such things as attracting the right people due to a positive company image in the marketplace, reduced absenteeism, improved team working, reduction in grievances, improvement in employee performance and reduction in performance management and disciplinary actions, a clearly focused succession plan that is not regularly disrupted by regular employee leavers, improved customer service as employee's learn to understand the behaviours of their customers (both internal and external), improved supplier relationship and so on. The undoubted end result of this is increased sales and profitability.....

How has TetraMap changed my life?

After all.....we can change you know....I did. I now know I can trust what I already know and of course I know to trust the process of TetraMap. Adjusting behaviours according to whom you are communicating with **makes life so much easier.**

My **interest in human behaviour has increased** and I am now studying a Masters in International HR and Globalisation which covers organisational culture and development and the effects on organisation performance.

When I first completed the TetraMap tool I was equally high in EARTH and AIR behaviours. Earth remains high. Air will always be a part of me, **but my FIRE element has shot up** dramatically. This has helped me to relax, facilitate with more energy and laughter, and continually see possibilities and opportunities that come my way.

TetraMap is a tool that has enabled me to tackle behaviour and performance in a simplistic way. I encourage you to do the same. I have no doubt you will be invigorated.