

Title: The Real Value of TetraMap

Presenters: Emma Mauger & Mark Doughty

Date: 10 February 2026





Session Objectives: At the end you will be able to:

1. Identify how TetraMap **drives value** in real business contexts.
2. Share, compare, and reflect on our **value-creation experiences** to deepen insight and strengthen our collective learning.
3. Follow up on **new friends & connections** made across the TetraMap global community.



EVIDENCE-LED LEADERSHIP
DEVELOPMENT THAT
STRENGTHENS PERFORMANCE
AND FUELS PROFITABLE GROWTH

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CREDIBILITY

PURPOSE

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MARK DOUGHTY



Mark Doughty M.Ed M.A. He/Him

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University of Greenwich



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seriously playful.

10 **Compelling** Facts About TetraMap?

Turning Facts Into Value

1. Built on *nature*, not personality

2. Avoids stereotyping and fixed labels

3. Designed for *teams*, not individual

4. Fast to learn and easy to apply - 'sticky learning'

5. Directly links to *business outcomes*

6. Culturally universal and globally relevant

7. Supports *psychological safety*

8. Strengthens *emotional intelligence*

9. Scales effortlessly across organisations

10. Future-fit for AI-enabled, hybrid

Value

workplace





Turning Facts Into Value



My Instrument
My Preference
My Actions

- Understandable



Our Instrument
Our Preference
Our Actions

- Relatable



Our Strengths
Our Capability
Our Impact

- Transformational

Personal Value

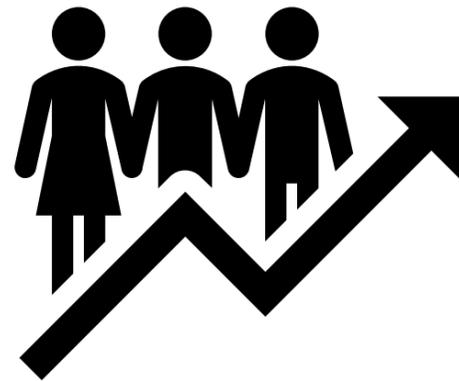
Network Value

Team Value

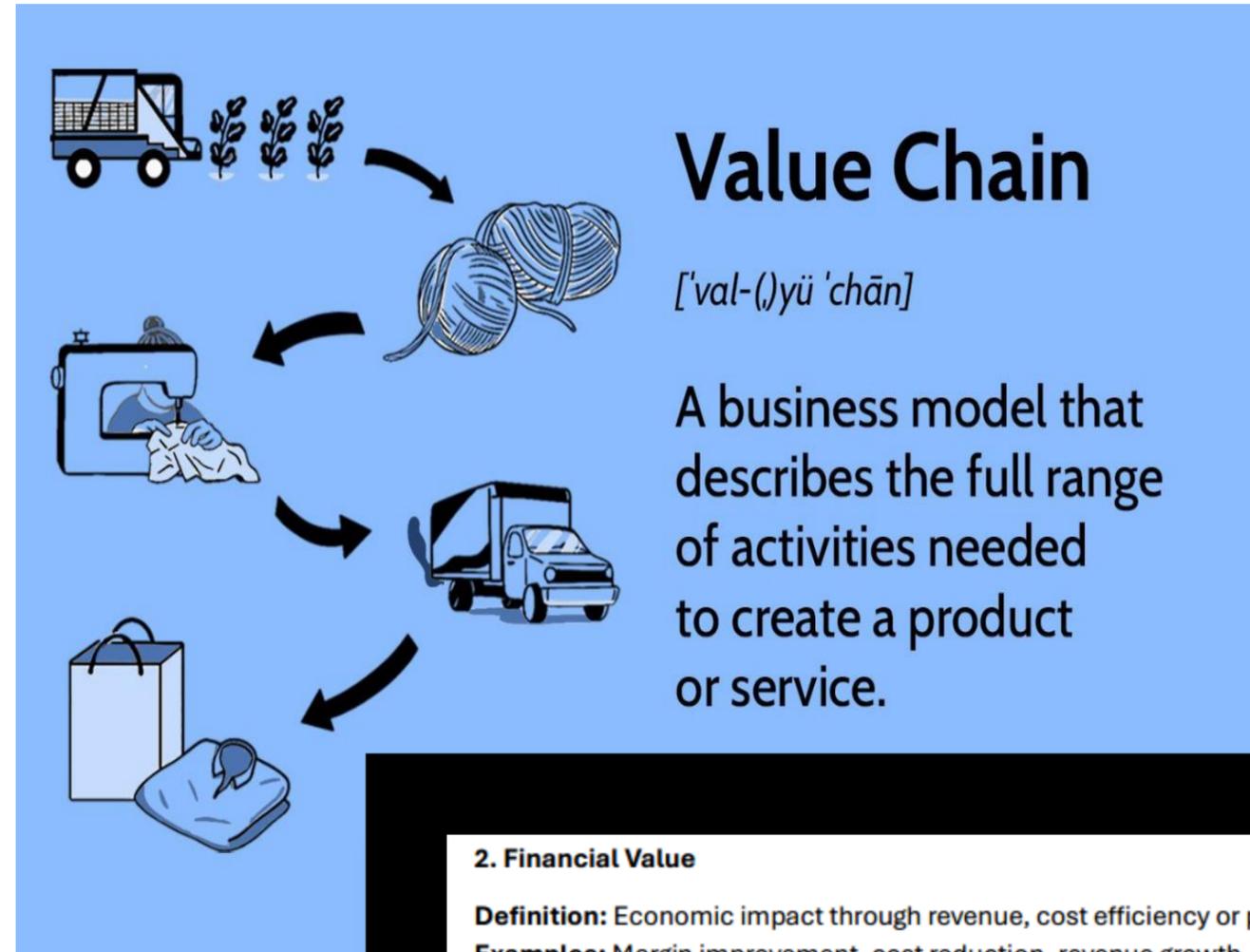


Role/Level	Preference
Partner	Earth, Earth, Fire, Earth.
Director	Earth, Air, Fire.
Senior Manager	Water, Air, Air, Water, Fire
Manager	Earth, Fire.
Consultant	Air, Water, Water, Air, Water, Air, Earth.
Analyst	Water, Air, Fire, Fire, Water, Air, Water, Air, Air,

Turning Facts Into Value



Business Value



2. Financial Value

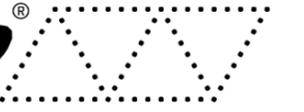
Definition: Economic impact through revenue, cost efficiency or profitability.

Examples: Margin improvement, cost reduction, revenue growth.

Key Metrics

- Revenue growth rate
- Operating margin
- Cost-to-serve
- Cost savings realised
- ROI
- Cash flow stability



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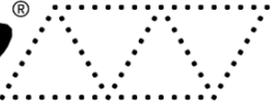
Breakout



Business Value

- How would you describe it?
- Where do you find it?
- What metrics measure it?
- Why does this matter?



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Welcome Back 😊



20 Types of Organisational Value.pdf - PDFgear

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20 Types of Organisational Value

(Definitions, Examples + Key Metrics)

[See The Chat >](#)

The “Leaky Bucket” Mindset!



The "Leaky Bucket" Mindset!



Learning and culture solutions even your CFO raves about.

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Matt Furness · 1st
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The “Leaky Bucket” Mindset!

1. Pareto 80/20

- 20% of customers generate 80% of revenue
- 20% of features drive 80% of usage
- 20% of staff deliver 80% of result



2. Prices Law

- A team of 10 people, roughly 3 of them will produce **half** of the total work.
- In a team of 100, about 10 people produce **half** the output.

3. The Ringelmann Effect

As group size increases, individual effort/productivity decreases.

- 1 person pulling a rope = 100% effort
- 2 people = 93% each
- 3 people = 85% each
- 8 people = 49% each

Shows why “more people” rarely equals “more output.”

Breakout Activity in Elemental Groups



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Creating Conversations...

1. Join the room of your highest Elemental preference.
2. **Collaborate!** Create a sentence through the lens of this Element about the business value of TetraMap.



The Keys to Value

Air

Fire

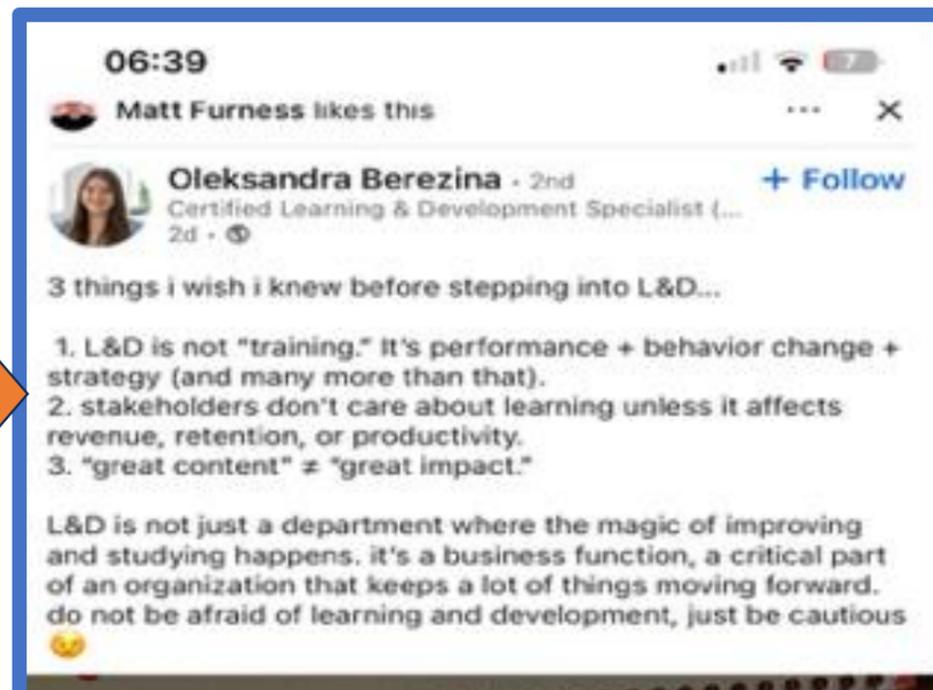
Earth

Water



TetraThoughts:

- What I must do is...
- What I have learned/ want to learn more about is...
- How I feel is...
- What I'm inspired by / look forward to is...



Team building for a new era

McKinsey
& Company



September 3, 2025 - In the new world of work, teams operate with more autonomy, speed, and complexity than ever before. Research by [Aaron De Smet](#), [Gemma D'Auria](#), [Maitham Albaharna](#), and coauthors challenges [common myths about teamwork](#) and introduces data-driven models to help teams thrive. Their analysis highlights three archetypes—cycling, relay, and rowing—each requiring a distinct approach to drive performance.

By understanding these patterns and the conditions that fuel collaboration, leaders can build teams that are resilient, innovative, and ready to meet the demands of a rapidly changing workplace. Check out these insights to learn what makes teams effective in today's environment and how to position yours for lasting success.

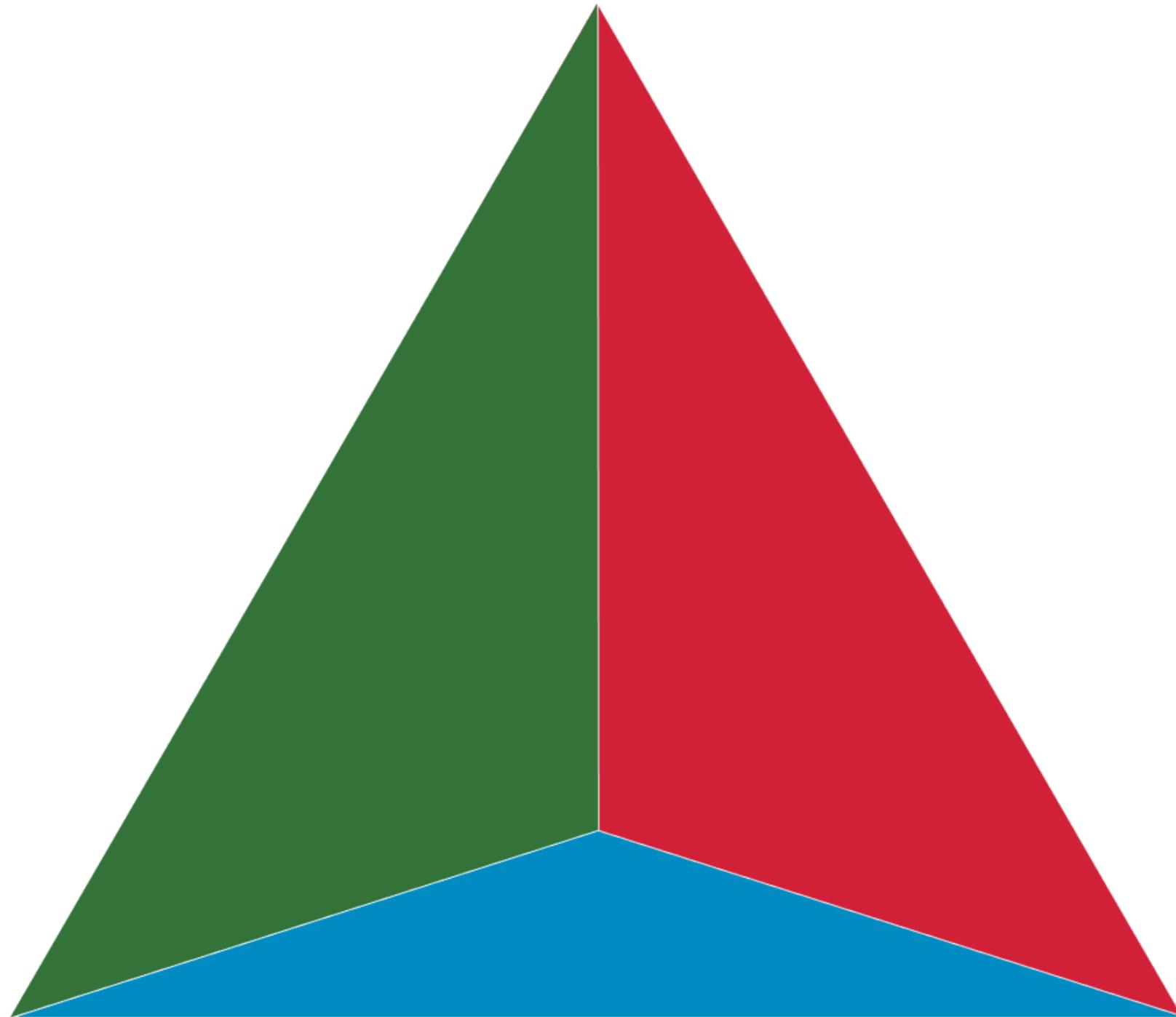
[Go, teams: When teams get healthier, the whole organization benefits](#)

“We’ve come too far not to go further”
– Kataraina Pipi, TetraMap Master
Facilitator, New Zealand



Back Up Slides





The Tetrahedron

I concluded that the tetrahedron is the simplest structural system in (the) Universe.

Buckminster Fuller (1895-1983)
Architect, scientist, inventor, visionary

Two Case Studies



- Inspiring High Performance
- Over 5 years
- 10,000 leaders

□ Human & Cultural Value

- 2010-2015
- Post 2008 Crash
- € 4.2bn cost-cutting

- Core Consulting Premier Program
- 1,000 consultants in one year
- Rated by Chartered Institute of Management Consultants as “Best in Class” – Industry First

□ Customer & Market Value

- 240 Partners - £11m deal losing money
- 2023 £21m Fine - Carillion
- Losing Market Share