



BEING AT FULL
POTENTIAL

PROFESSIONAL Human Potential Assessment of

Sample Professional HP Report

Date:

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Assessment conducted by

BEING AT FULL POTENTIAL

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1. Introduction to the PROFESSIONAL HP Assessment

1. Objective:

The purpose of this PROFESSIONAL Human Potential Assessment report is to shed light on the deeper drivers of your professional performance and value-creation. This unique approach to assessing professionals brings the focus back to your most basic, yet most misunderstood aspect, your Human Potential.

Both modern management science and ancient spiritual sciences recognize a certain state consistent among those who fully realize their Human Potential. These people tend to lead meaningful and fulfilling lives, create significant impact in the work that they do, and have the ability to do all of this while remaining centered, irrespective of the circumstances they encounter. By measuring the intangible of Human Potential, we are able to unlock breakthrough insights and open up new conversations. In the process, we create the conditions for a more meaningful and fulfilling work experience, which will ultimately lead to sustainable professional performance.

2. How to interpret the report:

Although we structure the data clearly and report it back in a way that is easy to understand and interpret, we deliberately refrain from offering fully articulated conclusions and recommendations. Instead, we offer you objective findings, including numbers. Although the numbers are an important part of the solution, this is not where the focus should be when you study this report. We invite you to use the scores simply as an entry point for meaningful self-examination and to ask exploratory questions.

We consistently notice that the most profound discoveries and lasting commitments to next steps happen when you can find your own story in the data, and you arrive at the conclusions that make most sense for you at this moment in time.

3. How to interpret the color codes:

Throughout the report we will be using four different colors (purple, green, yellow and red) to represent the scores. It is important that these codes are NOT interpreted as "good" or "bad". Instead, look at them as "EXPRESSED" for green and purple, and "UNEXPRESSED" for yellow and red. For example, a yellow or red score does NOT mean that you do not have the inherent ability to thrive in that area. It simply indicates that at the current point in time it is not fully EXPRESSED. The question then becomes, 'How do you access more fully the dormant potential in this area?' Similarly, a purple score does not mean that there is no further room to grow. It just tells you that at this current point of time, and with your current level of awareness, you are expressing your full potential in that area of life. This can obviously change when your awareness shifts to a new level.



4. Structure of the report:

To make it as easy as possible for you to assimilate the findings, we have structured the report according to the fundamental belief that underpins all of this work; namely, 'PEAK EXPERIENCE LEADS TO PEAK PERFORMANCE'. In other words, when you express your unique Human Potential (gifts, talents, aspirations) and bring your full self to work, you are able to access greater levels of inspiration and hence deliver breakthrough results. Therefore, the first part of this report (section 3) focuses on the top of the iceberg (i.e.: your professional PERFORMANCE) along the following key organizational priorities: Inventiveness, Customer Orientation, Trustworthiness, Employee Engagement, Self-Leadership and Getting Things Done (above water in figure 1). In section 4 of the report, our attention shifts to measuring and analyzing your human EXPERIENCE (middle of figure 1: 4 BEING States). Finally, in section 5 of this report, we examine how you are doing on the key (inner)leadership attitudes/behaviors that you need to adopt in order to further enhance your human experience, and as a result, create the conditions for a new wave of value-creation to emerge (Bottom of figure 1: 8 BEING Attitudes).

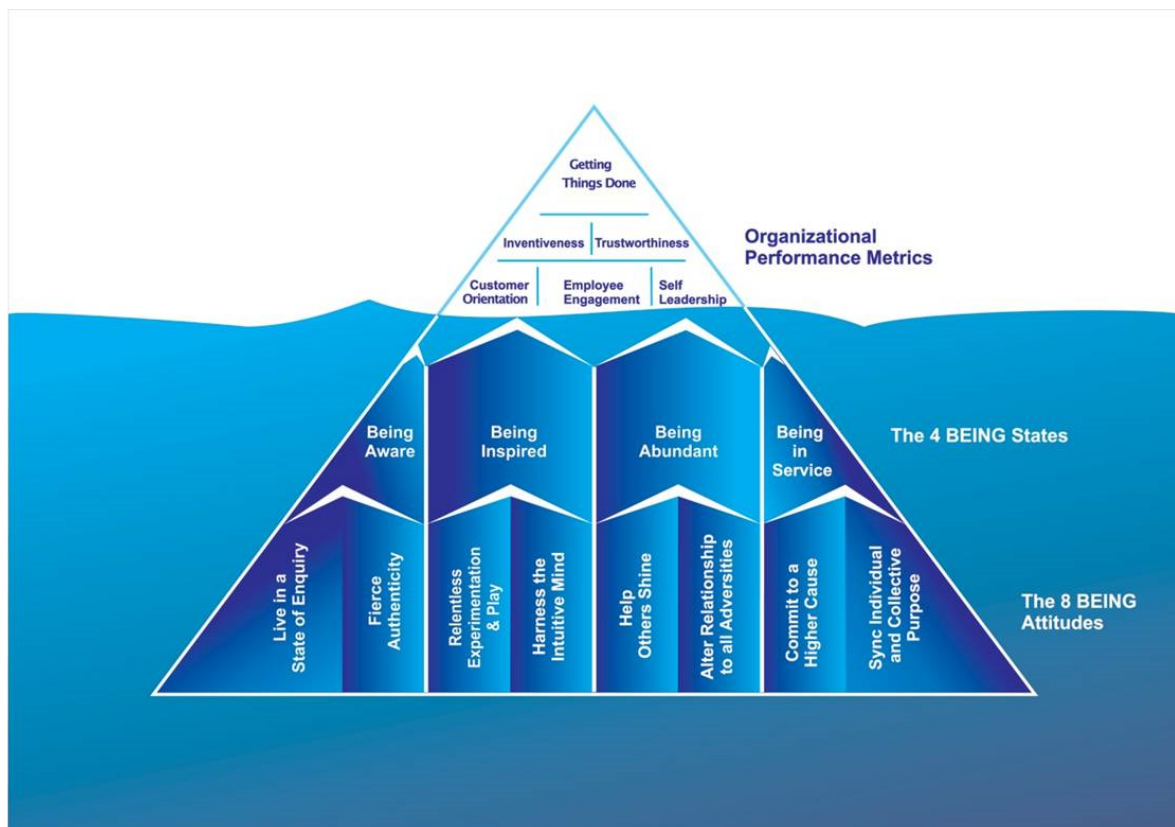


Figure 1: Overview of the Professional HP Elements

In the following report, you will be provided with many more detailed findings that will help you in these development efforts. Some of them will resonate strongly and trigger a desire to act, while others may not feel as relevant at first glance. We invite you not to ignore these tensions as our experience shows that the most powerful insights are often hidden beneath the contradictions that you may perceive in the data. We strongly recommend that you work with a trained Human Potential coach to fully understand the findings and discover ways in which they can be integrated into your life.



2. Executive summary

- Well done! Your human potential is well-utilized. You have found effective ways to align who you are with what you do, and you are seeing the impact of this authenticity. We encourage you to keep this course and ask yourself what it would take to move from "Good" to "Great"!

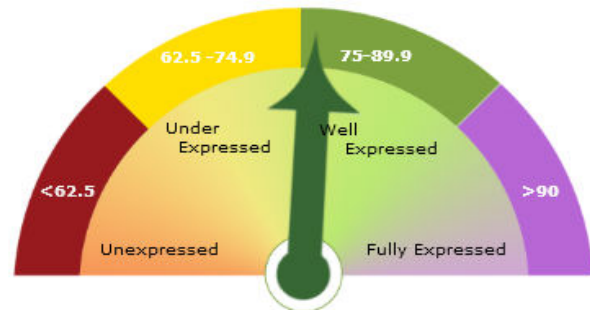


Figure 2: Your Human Potential Score

- You have a greater inclination towards personal growth than you have felt in the past years. You know that there is much more to your life than is visible today to others. You notice that there are things that could be different, and you spend time either wondering about it or addressing it. You have started to question your priorities and you use reason effectively to understand what is going on within you and around you. You express greater determination for things important to you. Beware of judging situations too quickly or too harshly based on your beliefs.
- As a professional working within an organization you are delivering above expectations on the main business drivers. Your impact is felt most in the area of 'EMPLOYEE ENGAGEMENT' (see page 6). At the moment, you are seeing deeper meaning in your work. You experience your job as an extension of who you are, in the sense that more of your unique strengths and talents are being valued in the work that you do.
- Going forward the greatest opportunity for impact will come in the area of 'INVENTIVENESS'. At the moment, you are mainly focused on incremental changes. This consists of small, yet meaningful improvements in the way you work and conduct your business. These tend to be process type of innovations.
- Of the 8 Being Attitudes that we can embody to step-change our professional performance (see page 13), Help others shine is the one that is least expressed. This attitude measures the extent to which you believe in the potential of others AND empowers them with responsibility and ownership. We recommend that you work with a Certified Human Potential Coach to discover how you can more fully embrace this mindset and leverage it to boost your impact in the professional environment.

3. Your Professional Performance



Organizational Performance Metrics (OPM)

In the spider graph below, we look at the top of the Iceberg and get insight into how you are performing along six key organizational priorities (OPMs): Trustworthiness, Inventiveness, Customer Orientation, Self-Leadership, Employee Engagement and Getting Things Done¹. Each of these performance metrics is further broken down in the next three pages to give more insight on how you are performing along these measures today and how you can benefit from growing along these axes in the future.

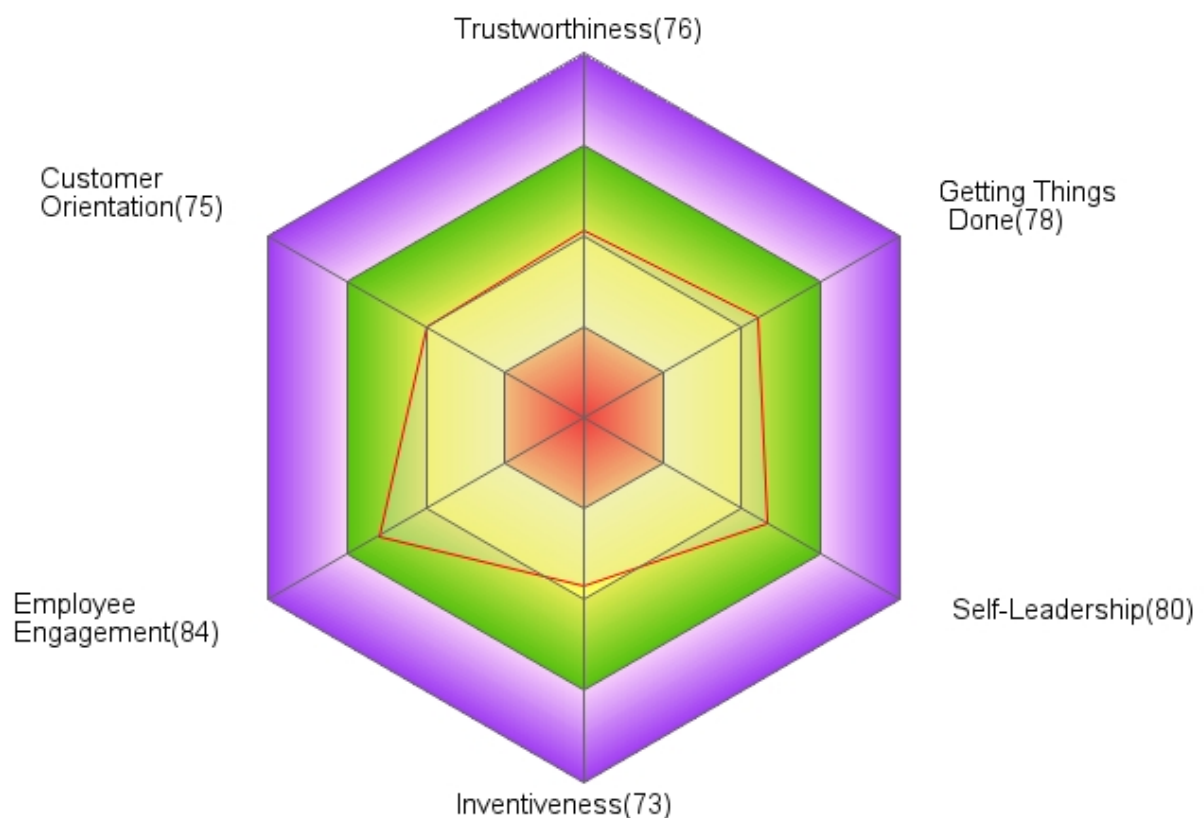


Figure 3: Organizational Performance Metrics

1: For definitions of the measures please refer to Appendix 1 at the end of this report



Detailed findings of OPMs

Each of the following six metrics are ranked by your score (highest first, lowest last). The position of the arrow indicates your score.

EMPLOYEE ENGAGEMENT

Measures your level of dedication and commitment exhibited in your professional day-to-day work activities

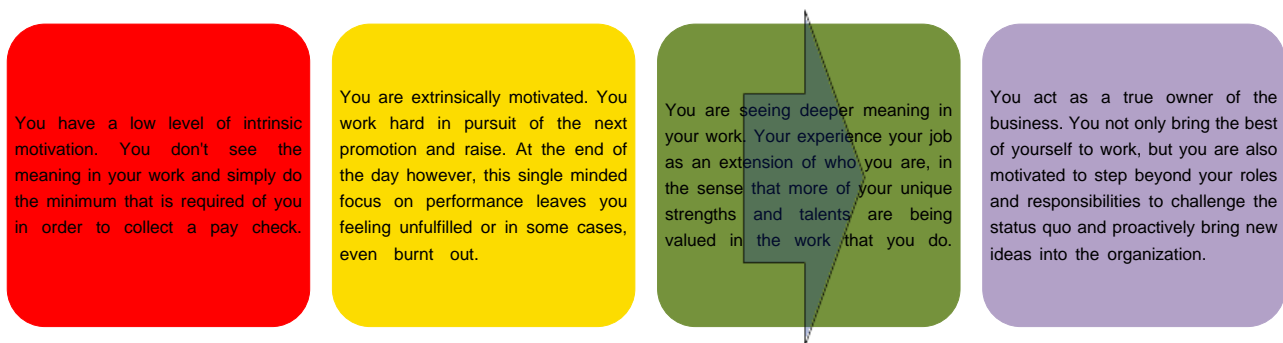


Figure 4:Employee engagement

SELF LEADERSHIP

Self-Leadership is about becoming an expert on yourself through a commitment to honest self-reflection and the ongoing process of learning and growing from your experiences.

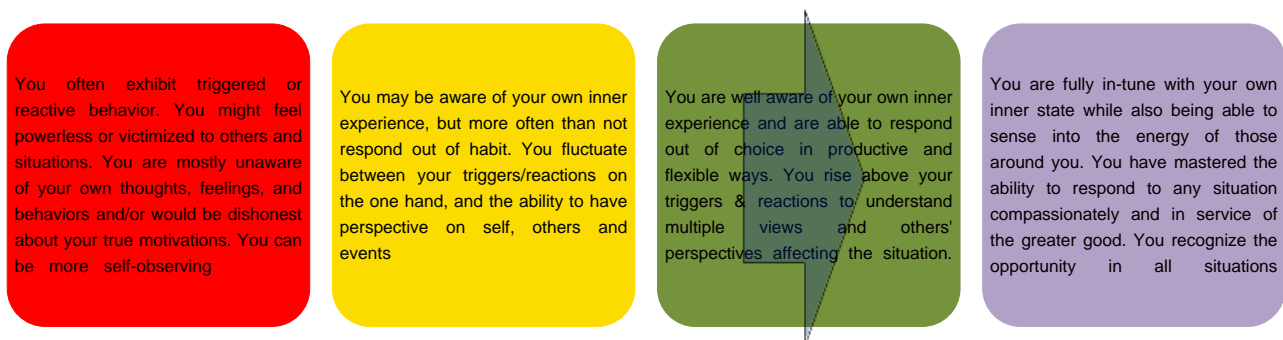


Figure 5:Self leadership



GETTING THINGS DONE

Measures your ability to execute and deliver concrete results

You have an opportunity to be more decisive in bringing your ideas to life. Please investigate if you carry the energy of procrastination or lethargy within you. You will likely benefit from more structure and a clear decision making process. Also, a sharper vision and strategy will help you make choices and prioritize resources.

You are moderately effective at getting things done. There is a reluctance to move projects forward without reaching consensus. You might be prone to 'paralysis by analysis'. Your tolerance for risk is low and therefore some of your initiatives may not get the support they need to grow into their full potential.

You are effective at getting things done. You have established clear processes, structure or techniques to speed up the decision-making. However, in more ambiguous situations you may not be willing, or feeling empowered, to take the necessary risks needed to move ahead purposefully.

You are extremely effective at getting things done. You define deliverables clearly and execute efficiently. In situations where speed to market is key, you dare to make decisions without lengthy deliberations. Whereas, in environments requiring greater creativity, collaboration and innovation, you are able to delegate and mobilise others in order to get things done.

Figure 6: Getting things done

TRUSTWORTHINESS

Measures the extent to which you are deserving of the trust/confidence you receive from those around you

You are not consistently acting in accordance to the rules and policies. There is a risk that corners will be cut, and trust will be broken, in exchange for short term personal gains.

You operate in accordance to the rules, which is the most fundamental, base level of trust in all relationships. However, in more ambiguous situations, where the rules might not apply as easily, there is a risk of incongruent behaviour and hence an erosion of trust.

You not only act in accordance to the rules, but you also demonstrate a high level of integrity in more complex situations where rules and policies can sometimes be misinterpreted. You feel empowered to trust your judgment and learn from your mistakes.

You have consistently demonstrated that you act according to a very clear set of shared values and principles. This strong inner compass eliminates the need for rules and policies and ensures that all situations will be resolved with the highest level of integrity.

Figure 7: Trustworthiness



CUSTOMER ORIENTATION:

Measures how well you recognize who your customers are, and listen and respond to the explicit and implicit needs of your INTERNAL or EXTERNAL customers

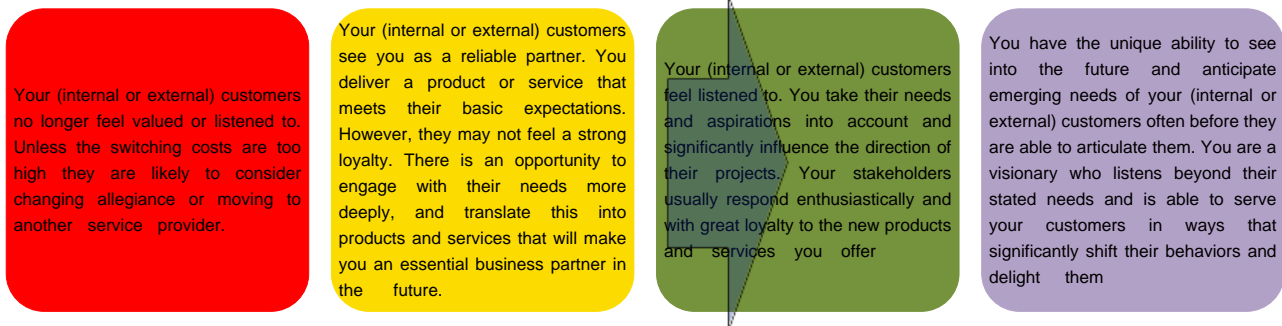


Figure 8:Customer orientation:

INVENTIVENESS

Measures your ability to create breakthrough ideas and produce radically new products and services (that may or may not have direct market application)

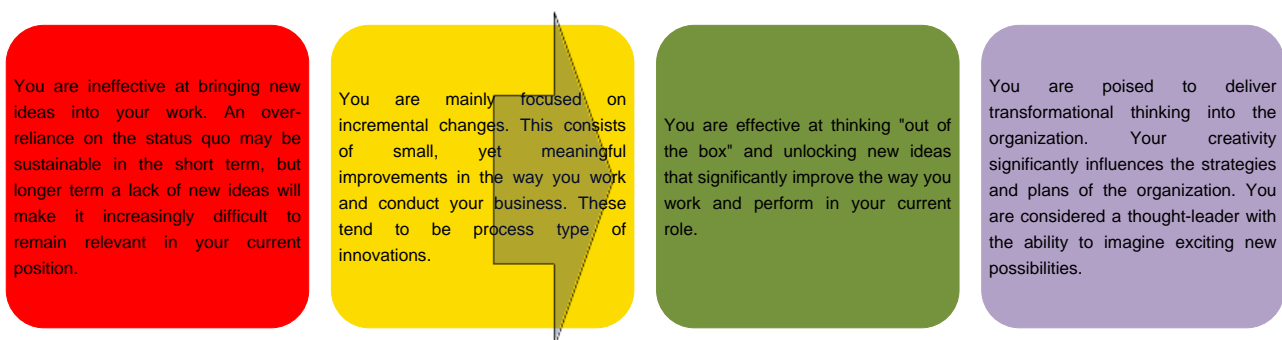
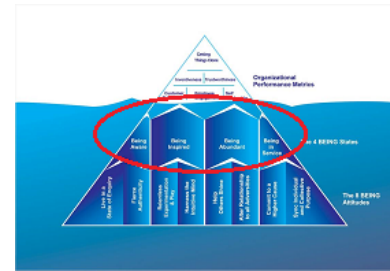


Figure 9:Inventiveness

4. Your Human Potential Levers



In this part of the report we go one level beneath the surface and explore your deeper human dynamics. Specifically, we measure the extent to which your HUMAN POTENTIAL is currently utilized. The more it is expressed, the more fulfilling the work experience will be. For this we use a model where maximizing Human Potential is directly dependent on triggering four "States"; BEING Inspired, BEING Abundant, BEING in Service and BEING Aware². Within each State are a number of Dimensions to help you understand the levers of Human Potential realization and pinpoint the areas that will have the greatest impact on your future development.

Your overall HUMAN POTENTIAL Utilization score:77

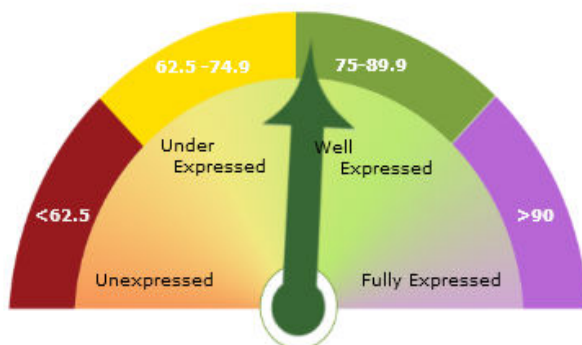


Figure 10: Your HP Realization

Key Finding:

Well done! Your human potential is well-utilized. You have found effective ways to align who you are with what you do, and you are seeing the impact of this authenticity. We encourage you to keep this course and ask yourself what it would take to move from "Good" to "Great"!

2: See Appendix 2 at the end of this report for definitions of each of State and Dimension



Detailed findings 1: Overview of your Human Levers

In the following house, your Human Potential levers are broken down by 4 BEING States and 23 Dimensions.

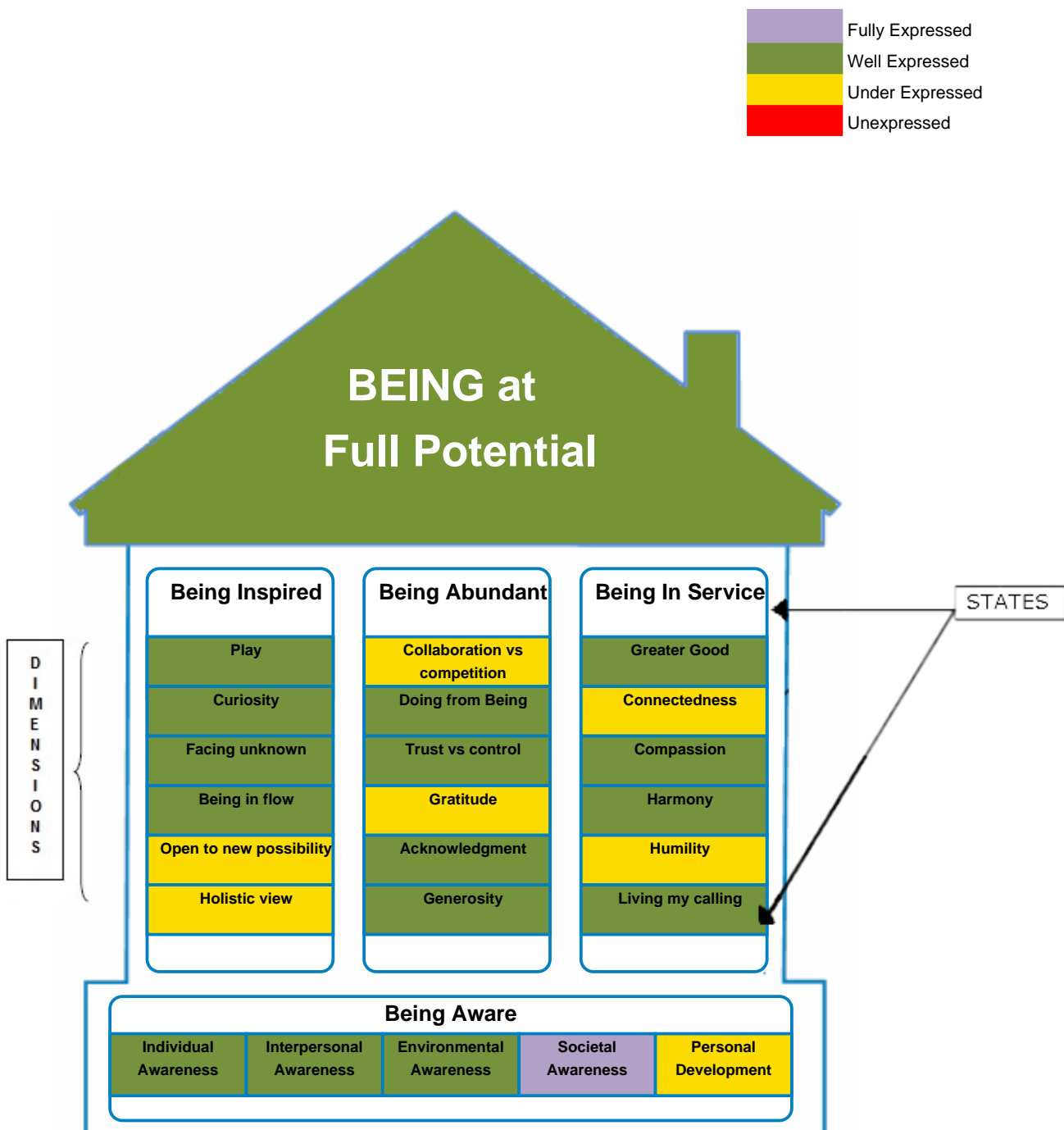


Figure 11



Detailed findings 2: Most expressed VS. least expressed levers of your Human Potential:

This section highlights the Human Potential levers of your life that are most expressed and those that are least expressed. Please be careful not to interpret these as strengths or weaknesses but rather as inherent potential that you may or may not have been able to access yet. By looking at the top and bottom 3 dimensions from this perspective, it is possible to start prioritizing future areas of development that will further unlock your human potential and create a compelling work experience.

Societal Awareness:	95
Play:	86
Harmony:	85
Living my Calling:	85
Curiosity:	84
Environmental Awareness:	84
Compassion:	83
Greater Good:	83
Facing the Unknown:	82
Doing from Being:	80
Being in the Flow:	79
Individual Awareness:	79
Generosity:	77
Acknowledgment:	77
Trust vs. Control:	75
Interpersonal Awareness:	75
Connectedness:	74
Open to New Possibilities:	74
Holistic view:	74
Gratitude:	69
Personal Development:	69
Humility:	68
Collaboration vs. Competition:	64

Top 3 Dimensions expressed:

- Societal Awareness: [Measures the amount of concern you have towards society and environment (planet)] is 'Fully Expressed'
- Play: [The extent to which life is a joyful, creative experience] is 'Well-Expressed'
- Harmony: [The ability to create sufficient space for reflection and self-care] is 'Well-Expressed'

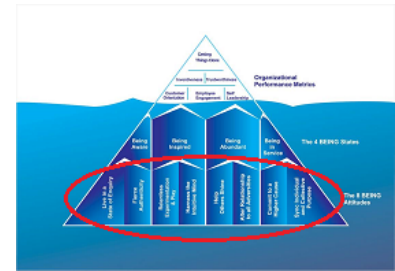
Bottom 3 Dimensions expressed:

- Collaboration vs. Competition: [The synergy that is created when you step beyond your own self-interest in service of a greater purpose] is 'Under Expressed'
- Humility: [Accepting that your thoughts and the way you choose to respond to a situation is the only thing you can control] is 'Under Expressed'
- Personal Development: [Measures your openness to personal development as a means to more effective leadership & performance] is 'Under Expressed'

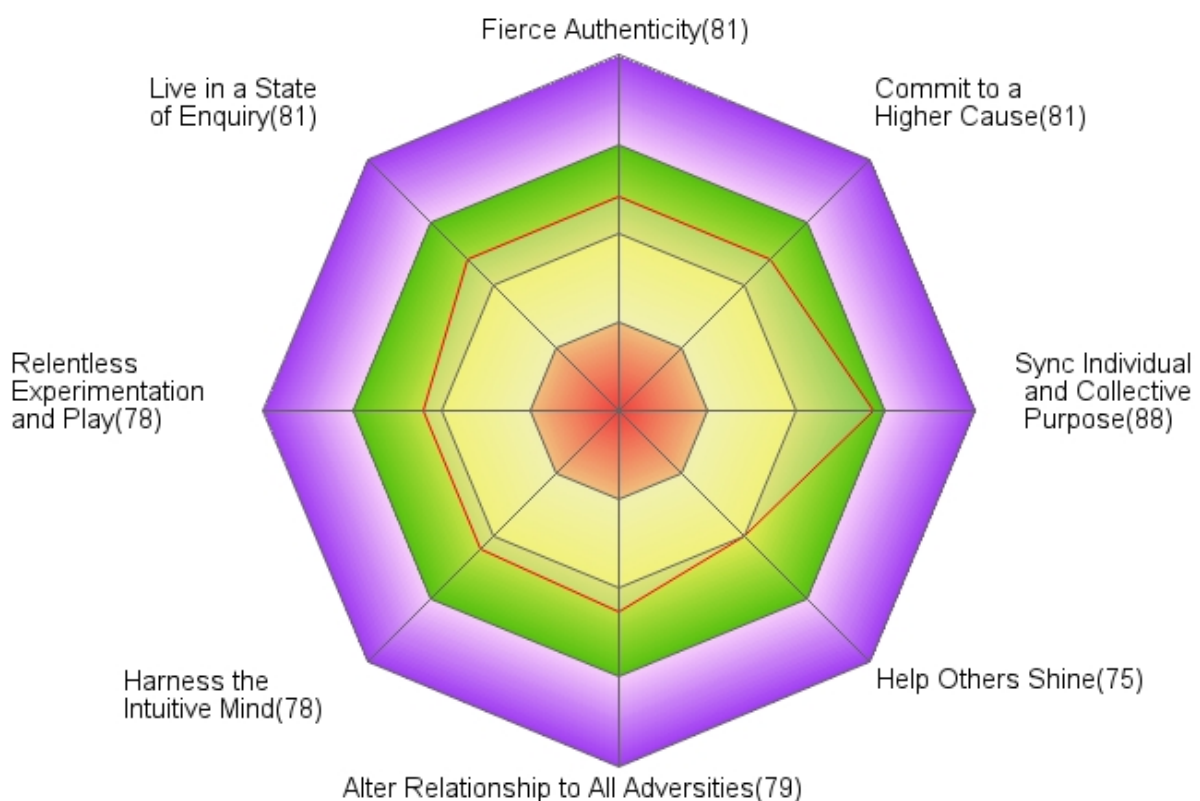
Color coding

	Fully Expressed
	Well Expressed
	Under Expressed
	Unexpressed

5. Mindsets & Attitudes:



In this section, we examine the bottom of the Iceberg and get more insight on how you are doing on the eight key inner-leadership ATTITUDES. They are the attitudes and mindsets that you need to adopt in order to further enhance your HUMAN EXPERIENCE while working, and as a result, create the conditions for a new wave of value creation to emerge. The following spider diagram illustrates how you are currently doing in this respect³.



3: See appendix 3 at the end of this report for detailed definitions of the BEING Attitudes



BEING Attitudes ranked according to their expression in your life:

The following analysis helps identify the attitudes and mindsets that are already present within you as well as those that can be further strengthened. Putting in place the conditions for you to experiment with and 'try on' these new practices will very quickly start to impact your overall working experience and that of the people around you. As these improve, your level of engagement - and of those who work with you - will increase and eventually the results will follow.

BEING Attitude / Mindset	Score
Sync Individual and Collective Purpose	88
Fierce Authenticity	81
Live in a state of enquiry	81
Commit to a higher cause	81
Alter Relationship to all Adversities	79
Harness the intuitive mind	78
Relentless Experimentation and Play	78
Help others shine	75

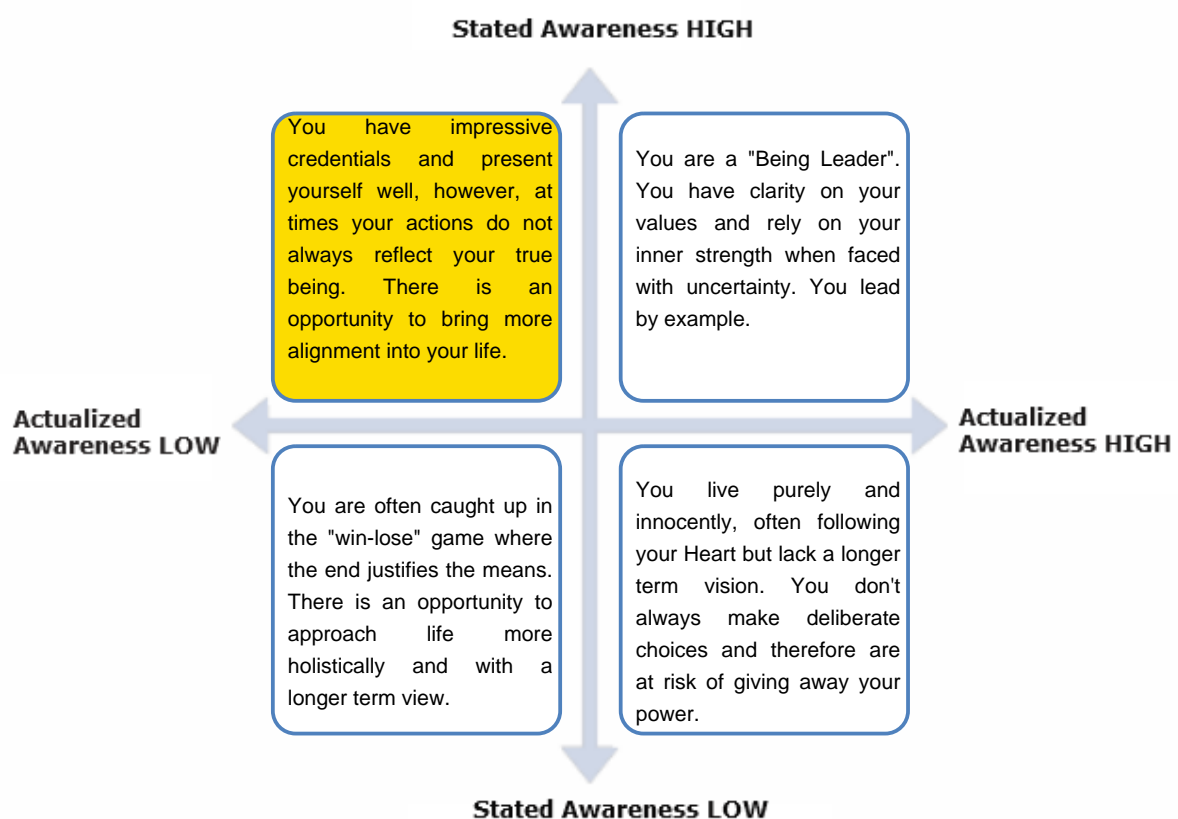


6. Additional Findings

In this section we will explore a number of additional characteristics that are common amongst professionals who are realizing their full Human Potential. These characteristics help you in pinpointing additional areas of strengths and opportunities for future development.

Finding 1: Alignment & Authenticity

The Alignment & Authenticity matrix maps who you perceive yourself to be at a conscious level (referred to as Stated Awareness) AND who you are actually being at an unconscious level (referred to as Actualized Awareness). The combination of these two axis can help you see in which of the four quadrants you find yourself today, and where you might want to grow towards in the future.



Findings:

Your authenticity shines through in environments that are comfortable to you but when challenged you might find yourself falling back on old patterns and behaving in ways that "protect" you rather than empower you.



Finding 2: Intensity

The Intensity score measures your aliveness, or intensity with which you engage life. Being "full on" is a sign that you are contributing in meaningful and deeply fulfilling ways. This vibrant energy is contagious and acts as a powerful magnet to attract the right people and opportunities into your life.



You are always full on, bringing the best of yourself to every situation. Your energy is contagious which makes it easy for you to engage and energize others. You are focussed and purpose-driven, and meaning is driving your actions. Remain connected to your energy level, manage it appropriately so that you can present yourself fully in all situations that matter most to you. Take enough downtime to recharge yourself and reappear in full intensity.

Finding 3: Inner Strength

The Inner Strength score gives you a sense of how rooted you are in your core values and how courageous you are in staying true to them.



In situations familiar to you, or where you can be yourself, you show the ability to stand in your own strength. In such environments, you rely on your inner core. People who are with you in such settings see you radiate your core values and become authentic. You stand strong in your principles and remain unwavering from your ideals. In situations outside your comfort zone, you might hesitate in standing strong in your principles, and might even deviate from your ideals. In such occasions, you tend to show preference to others' opinions, sometimes at the expense of your own inner voice. You might question yourself when challenged in more radical ways.



Finding 4: External Support

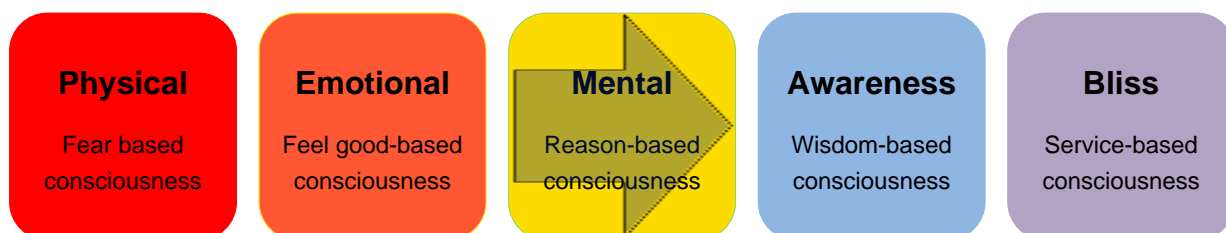
The External Support score measures the extent to which your immediate environment understands and supports you in stepping into your full potential. A supporting environment makes it easier to follow your calling. Without this, it becomes even more important to build and nurture a solid inner core that can help you stay on track and work through the challenges that arise.



You are blessed with a very supportive group of friends, family and colleagues. They can see your potential and are there to encourage you to step more fully into it. They accept your imperfections and no matter how radical your step, they will remain a support system for you. You will benefit from their unconditional support for the big steps you take in your life.

Finding 5: Personal Maturity Index

The "Personal Maturity Index" measure gives you an indication of the underlying motivations present in your life today and the impact this has on your belief systems and behaviour patterns. This measure helps you to identify the personal learning you must embrace in order to reach the next breakthrough and to grow your life in a truly sustainable way.



Findings:

You have a greater inclination towards personal growth than you have felt in the past years. You know that there is much more to your life than is visible today to others. You notice that there are things that could be different, and you spend time either wondering about it or addressing it. You have started to question your priorities and you use reason effectively to understand what is going on within you and around you. You express greater determination for things important to you. Beware of judging situations too quickly or too harshly based on your beliefs.

⁴ Appendix 4 gives you a description of the five stages



7. Next Steps:

The assessment and this report is an important first step in your Human Potential journey. The report offers you an effective way to acknowledge where you are today in terms of Human Potential Realization, and what you need to focus on in the future in order to further grow into your full potential.

The next step for you is to process and integrate the insights coming out of this report so they can be transformed into actionable next steps, fully owned by you. You are invited to look deeply into your current beliefs and assumptions that drive you as a professional today and make very deliberate choices on who you want to BE going forward.

Though this report is fairly self-explanatory, we recommend you use the services of a coach, consultant or mentor who is trained in Human Potential development. This will ensure that the insights from this report are fully integrated and transformed into an impactful personal action plan.

In this follow-up, we invite you to visualize your new intentions in full details and start shaping them. That is the secret to creating a targeted development plan that might include training and coaching programs that turn your new inner states into a reality. You could develop new language and rituals, practice new leadership habits, and gradually make a new consciousness reflect in your professional role.

We look forward to supporting you in this process.

Your [BEING at Full Potential](#) Team

Thank you.



Appendix 1: Definitions Organizational Performance Metrics

CUSTOMER ORIENTATION: Measures how well you listen and respond to the explicit AND implicit desires of your/your organization's customers

EMPLOYEE ENGAGEMENT: Measures your level of dedication and commitment exhibited in your professional day-to-day work activities

TRUSTWORTHINESS: Measures the extent to which you are deserving of the trust/confidence you receive from those around you

SELF-LEADERSHIP: is about becoming an expert on yourself through a commitment to honest selfreflection and the ongoing process of learning and growing from your experiences.

GETTING THINGS DONE: Measures your ability to execute and deliver concrete results

INVENTIVENESS: Measures your ability to create breakthrough ideas and produce radically new products and services (that may or may not have direct market application)





Appendix 2: Definitions of BEING States and Dimensions

HUMAN POTENTIAL SCORE: Measures the extent to which your potential is being utilized

BEING Aware: The level of self-awareness, and depth of understanding, with which you engage the world

1. Individual Awareness: The extent to which you are aware of your unique gifts & has chosen to live by them
2. Team Awareness: Measures how well-articulated and well-received your teams' collective purpose is
3. Organizational Awareness: Measures how inspirational and well-understood your organization's vision/purpose is
4. Societal Awareness: Measures the amount of concern your organization has towards society and planet
5. Personal Development: Measures your openness to - and your organization's willingness to - support personal development as a means to more effective leadership & performance

BEING Inspired: The extent to which you are in touch with the greater potential of your organization

6. Play: The extent to which work is a joyful, creative experience for you
7. Curiosity: Measures your ability to look at the world with fresh eyes
8. Facing the Unknown: Measures how willing you are to step into uncertainty in spite of the challenges you may be facing
9. Being in Flow: The ability to remain centered even in challenging times
10. Open to New Possibilities: The ability to see opportunities even in difficult situations
11. Holistic View: Your ability to step back and see the big picture from the perspective of different stakeholders

BEING Abundant: Living in deep regard of yourself, of others, and of the circumstances you encounter

12. Collaboration Vs. Competition: The synergy that is created when you step beyond your own self-interest in service of a greater purpose
13. Doing from Being: Measures how well you are applying your true potential in your day-to-day job
14. Trust Vs. Control: Measures how comfortable you are with uncertainty, and the level of trust you have in yourself and your ability to stretch beyond your comfort zone into new opportunities
15. Gratitude: Seeing the goodness even in challenging situations
16. Acknowledgment: The ability to see the positives in people and situations and acknowledge it
17. Generosity: The openness to give to others without expecting anything in return

BEING in Service: Running a successful business in service of the greater good

18. Greater Good: Deeply caring and committing yourself to a greater good
19. Connectedness: The ability to experience the world as a unified web of interconnected relationships
20. Compassion: The ability to open your heart and see the world from another person's perspective
21. Harmony: The ability to create sufficient space for reflection and self-care
22. Humility: Accepting that your thoughts and the way you choose to respond to a situation is the only thing within your control
23. Passion: Fire in the belly





Appendix 3: Definitions of BEING Attitudes & Mindsets

FIERCE AUTHENTICITY: Measures how truthfully and openly you reveal yourself to those around you

LIVE IN A STATE OF ENQUIRY: Measures your willingness to honestly reflect on your own thinking and assumptions when challenges arise

COMMIT TO A HIGHER CAUSE: Measures the extent to which you are able to align ALL of your activities behind an inspiring long-term vision

SYNC INDIVIDUAL AND COLLECTIVE PURPOSE: Measures your ability to align your personal passion and talents with that of the organization in order to meet and exceed the deliverables of the organization

ALTER RELATIONSHIP TO ADVERSITIES: Measures your willingness to accept and open-heartedly engage with any challenge that comes your way

RELENTLESS EXPERIMENTATION AND PLAY: Measures the extent to which you embrace uncertainty and genuinely encourages playful experimentation

HARNESS THE INTUITIVE MIND: Measures your ability to access your deeper knowing in order to navigate through complex situations and develop concrete actions

HELP OTHERS SHINE: Measures the extent to which you believe in the potential of others AND empowers them with responsibility and ownership





Appendix 4: Description of the Personal Maturity Index

The Personal Maturity Index has been adapted from the "five Koshas" which finds its origin in the Indian spiritual traditions. These five layers measure your level of consciousness (or maturity) at this point in time and indicate your next stage of growth or maturity. Below are the descriptions of the five levels.

Physical Fear-based Consciousness	Security, paying your bills, your daily needs taken care of, etc. are important drivers of your life. You are concerned about your - and your dear ones - future. Whether at work or in your family, you are motivated by (self) preservation. Saving and having enough reserves for a "rainy day" is important to you. Where others do not see a reason to worry, you will feel inclined to worry. There is an opportunity to work through some of these fears, and in doing so, build more trust in yourself and the people around you.
Emotional Feel-good based Consciousness	It is important for you to belong, whether it is at work, or at home, or in groups you participate in. You are sensitive to the type of work atmosphere you operate in. You make an effort to be an important part of groups, and value others recognizing your effort and contribution to groups. You go out of your way to give to teams and groups so that they acknowledge you. There is an opportunity for you to define your identity or fulfillment based on your unique gifts rather than how you are received by others.
Mental Reason-based Consciousness	You are very adept at problem-solving and applying logic to understand the root causes and underlying motives. You typically make decisions with a lot of forethought and plenty of supporting data. In that process, you might tend to play it safe in order to avoid making "mistakes". In doing so, you might forgo the opportunity for passion, creativity and breakthroughs to emerge. Growing to the next level of maturity (PURPOSE) will require more compassionate and visionary leadership that is committed to realizing the full potential of people around you. In addition to the rational processes, it might help to access and rely more on your intuition in order to make informed decisions about the "emerging future" vs the best practices of today.
Awareness Wisdom-based Consciousness	You are less driven by a need for self-preservation and more driven by a desire for self-realization. You have found effective ways to bring your deeper self into different aspects of your life. Everything you do in your life is tied to a higher purpose. You now value meaning more than the security that your relationships, work, living situation or social life gives you. You are less prone to judge others and help to bring out the best out of people. You see possibilities in everything happening around you. You have a high level of compassion for others and rely also on your intuition for guidance. People who engage with you recognize you as a wisdom-carrier.
Bliss Service-based Consciousness	You express the passion of the sages. You value the essence of everything over their form. Your deepest fulfillment comes from the well-being of others. For you, actions are noble and unconditional, and you undertake actions for the pure joy of doing things. You see your actions as a means to self-realization. Everything you do is driven by your choiceful concern for others. You are devoted to the greater good, but you are not obsessed with the outcomes of your actions.