

ASSOCIATE TIPS

Go Deeper and Wider with Emergenetics

By Colin Yeow, Master Associate and Deputy CEO of Emergenetics

With the new year ahead of us, Emergenetics Asia Pacific is excited to go deeper, and go wider with the work that we do with our Associates!

So, dear Associates, here are some tips and ideas to explore going deeper and wider with Emergenetics than we have ever before!



C IS FOR CULTURE

Using the Spectrum Report well is key to our work as Associates. Have we truly explored every aspect of the data the Spectrum Report provides and perhaps looked into crafting solutions around them?

Tip: Think deeper about percentiles, percentages, preference codes and the composite scores. How can we use these data sets to go deeper or wider in our work?



BESPOKE

You are probably an expert when it comes to running the Meeting of the Minds (MOTM) workshop. Consider going with customised or bespoke solutions, modifying ways to use the MOTM activities or replacing them with new ones in order to meet customers' requirements. Also consider packaging more than a workshop – throw in lunchtime talks, follow-up sessions, additional meeting with key management staff etc.

Tip: There is no one size fits all – listen to customers' requirements and learning objectives, then design a programme, or better still, a series of programmes, that fit their needs.



EMERGENETICS+

Return to existing customers with the wonderful news of our mobile app! [Emergenetics+](#) has been very well received by our customers. Organisations, in particular, find the app very useful in ensuring that employees continue to use Emergenetics from day to day.

Tip: Ensure that you mention and demonstrate the app when you meet new customers – you'd be pleasantly surprised at their reaction!



CULTURE AND OTHER TRENDS

Culture, Values, Resonance, Purpose and other key trends are still resonating past 2016 and we believe will continue to be a big part of what organisations are interested in exploring.

Look for key areas you are interested in exploring and investigate how Emergenetics can be integrated. Turn them into sellable programmes!

Tip: Don't sell the tool. Sell a programme. One of the ways to engage a customer deeply is to ensure that we understand the gaps that they need plugged.



INTEGRATING WITH OTHER TECHNOLOGIES

As we read more books and attend more courses, we may be tempted to explore integrating Emergenetics with other tools. We could also integrate with other technologies – [EngageRocket](#) is one such tool we would like to recommend that allows organisations to collect information about employee engagement in real time. Another possibility is [Slack](#), a mobile app that helps teams collaborate and communicate more effectively.

Tip: Don't be afraid to explore different technologies. Speak to us about our experience!



BLENDED LEARNING

More and more customers are coming to us with unique requests – webinars, virtual conferences, e-learning, flipped classroom etc.

One of the ways to go deeper and wider is to equip yourself with knowledge and experience as to running blended learning sessions.

Tip: Expose yourself to courses, talks, seminars that introduces the latest and greatest blended learning systems and technologies!



If you would like to find out more about implementing any of these tips in a workshop or programme, please contact **Colin** at colin.yeow@emergenetics.com.



COLLABORATE!

Stay close to us and your fellow Associates – attend our update sessions and budget to attend the once-in-two-years Brain Summit (Vancouver 27-29 Sep 2017) to learn and meet new Associates!

This is only the first step to collaboration – you'll realise that we each have a skillset but we might need to work with others to go deeper and wider with our offering!

Tip: Don't be afraid of proposing programmes or solutions that you might not be an expert in because someone who IS won't be far away.