



**Are you sure you  
are taking full  
advantage of  
your people?**

# **Evaluation of Benziger Thinking Styles**

**INTERNATIONAL CERTIFICATION  
WORKSHOP**

The image features a blue-tinted background with the silhouettes of three people in a meeting. A central text box is overlaid on the image, containing the text: "UNIQUE ASSESSMENT THAT ALLOWS YOU TO IDENTIFY THE FALSIFICATION OR ADAPTATION OF YOUR TYPE OF NATURAL THINKING". The text box is white with a thin black border and a diagonal striped pattern at the top. The background shows a modern office setting with a window and a building facade.

UNIQUE ASSESSMENT THAT ALLOWS  
YOU TO IDENTIFY THE FALSIFICATION  
OR ADAPTATION OF YOUR TYPE OF  
NATURAL THINKING



We present you with a innovated tool, which provides information on human behavior from the perspective of **neuroscience**.

Being very useful for executives, consultants, therapists and anyone interested in guiding others to achieve **better performance, quality of life and well-being**.

The report of the Benziger Thinking Styles Assessment shows the natural preferences of the individual and the way in which these have been adapted or deviated in response to the demands of the environment.

Neuroscience has shown how individuals tend to be more effective and successful when they are valued by the use of their **natural abilities**.

The Benziger Thinking Styles Assessment is designed to help individuals improve their effectiveness, your collaboration skills and your general well-being, through a **better understanding of one's own strengths**.





# Certification Licensee Level 1

## WHAT IS A LICENSEE LEVEL 1?

Who renders the certification for Licensees Level 1 is duly accredited to apply, interpret and provide feedback from the Benziger Evaluation in any part of the world.





Upon certification, you are granted a license to use the Benziger online software, which allows you total autonomy in the administration of the tests that you apply internally in your company or to your clients.

**You will receive:**

- Preparation and training as Level 1 KBA Licensee to be able to produce assessments from the BTSA and interpret KBA terminology and theory. KBA Licensees may then use the BTSA techniques in organizational development, vocational guidance, help people identify their natural leads, recognize falsification of type, and how these realizations may affect their life, among other uses.
- Accreditation of Credits of Continuing Education in Coaching (CCE), endorsed by the ICF (International Coaching Federation).
- User license in the online platform, loaded with 5 free applications.
- Bibliography and support materials on which the research of the "Benziger Thinking Styles Assessment" model (BTSA) has been based.
- Application, review and return of results of your own BTSA assessment and evaluation and feedback of the 3GO study results report, **360° evaluation** based on the KBA Thinking Styles Competency Dictionary.
- Access to the TALENT PROFILING module, which provides reports that allow you to compare the selected candidates with a position in particular, as well as making comparisons of a person with several positions simultaneously.
- Access to perform "Team Analysis".
- Among others.





## Some advantages of BTSA

### WHAT DOES THE BENZIGER THINKING STYLES ASSESSMENT (BTSA) DIFFER FROM OTHER TESTS THAT MEASURE THINKING STYLES?

The BTSA is the only evaluation that allows identify the deviation or adaptation of your type of natural thinking, allowing you to achieve Greater health, physical and emotional!

The Benziger is a valid and reliable test already which has the support of **more than 15 years of research, with more than 400 licensees distributed in 20 countries in the world.**

During the certification the results of the research of Dr. Benziger are studied related to the neurophysiological, psychological and behavioral components that support the Benziger Model.

### The participants will receive the following Books written by Dr. Benziger:

- Thriving in Mind
- Physiological and psychophysiological bases of the Jugian concepts
- Falsification of types
- Overcoming depression





USED SUCCESSFULLY IN MORE THAN 20 COUNTRIES BY  
LEADING COMPANIES, FOR MORE THAN 15 YEARS

## IN WHICH AREAS IT CAN HELP YOUR COMPANY?

- ☑ Raising self-knowledge
- ☑ In selection processes
- ☑ In the creation of retention programs
- ☑ In the design of career programs
- ☑ In the improvement of communication
- ☑ In the formation of highly efficient teams
- ☑ In the design of competency models
- ☑ In the improvement of positions profiles
- ☑ In coaching processes
- ☑ In decreasing turnover





## Companies who trust in

“Undoubtedly, the Benziger Thinking test Styles Assessment has come to be an indispensable tool in our development processes in executives through coaching, in our succession plans, identification of high potentials and other processes strategic that direct the talent areas human of the different companies. Additionally the Benziger Thinking Styles Assessment has allowed us to take actions practical and easily applicable to day-to-day, in regarding improvement of communication processes, both internal and directed to our clients; as well as in the formation of teams of work. Each of our leaders has seen benefited as soon as he has been able to improve his skills and effectiveness in the management of their teams.

**Ricardo Bolaños Davis**  
**Corporate Organizational Development**  
**Director**  
**Pellas Group**





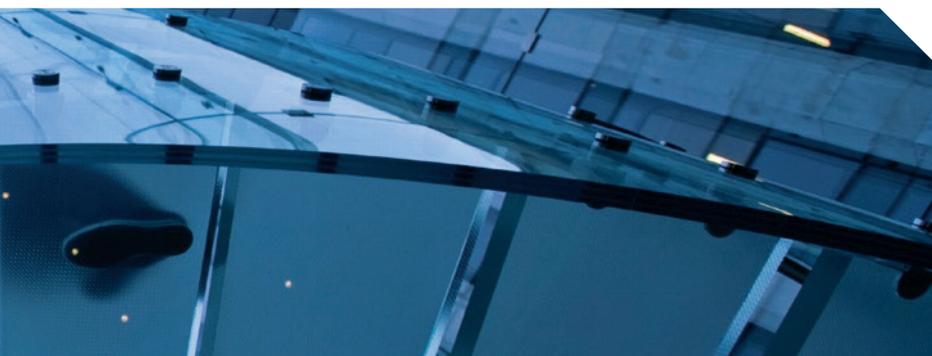
“Since 2003 we use the Benziger Thinking Styles Assessment as part of our organizational development processes in our talent review sessions with our CEO and country managers, as well as in sessions to improve the organizational climate. The Benziger Thinking Styles Assessment has allowed us a better way of making decisions, both in our processes of selection of personnel at the level of internal promotions. We have experienced the richness of having the contribution that each collaborator makes from his style of thought. The Benziger Thinking Styles Assessment allows an understanding of people much greater than the other tests with which the market counts”.

**Carolina Mora**  
Regional Talent Development Advisor  
BAC-Credomatic Network

“The Benziger Thinking Styles Assessment is an excellent tool to support organizational development processes, self-knowledge and knowledge of others. Unlike other tests, the Benziger Thinking Styles Assessment provides a very different perspective about oneself.

Our collaborators have found it very useful in discovering themselves, some had never known themselves so deeply. We use it for the construction and development of teams, the managers use it in their daily interactions with their collaborators, taking advantage of what motivates each one the most”.

**Vanessa Yuen**  
Human resources manager  
Coca-Cola Singapore



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