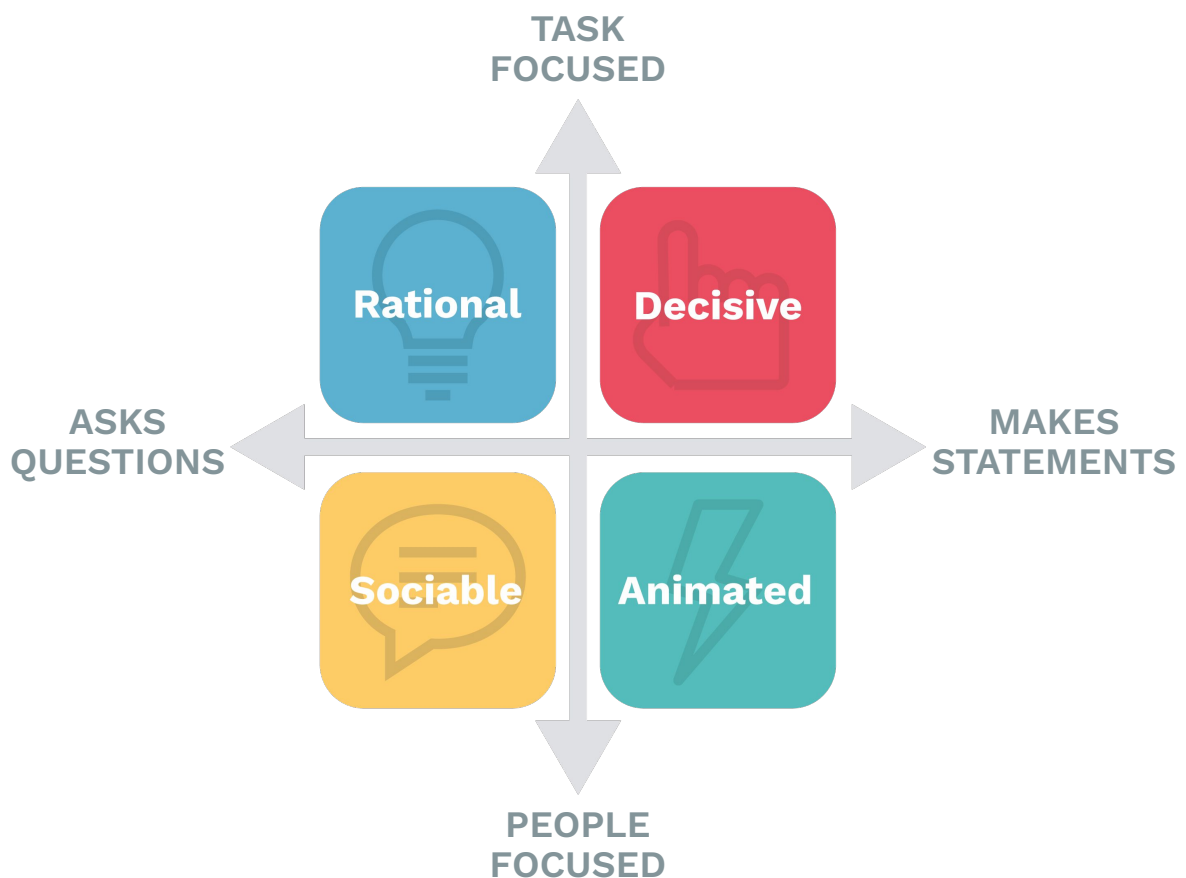


A practical and memorable thinking framework

At Persona we believe in the importance of keeping things practical and memorable. So our thinking framework is based on personality styles that are descriptive, positive and rapidly internalised.

The four styles are derived from observing two fundamental aspects of thinking, communication and behaviour: Assertiveness (X-axis) and Responsiveness (Y).



Combining these two aspects enables us to provide valuable insights into anyone's unique mix of personality styles. We call this their **Persona**.