## **Massive, Rapid, Continuous Unending Change**



Knowing when to change, when to replace what you are currently doing with a wiser, more effective system is key to your company surviving and prospering in the digital world.

The iMA Algorithm is a systematic approach that can produce better results with people, at less cost, time and effort.

Realise that although that every person is as unique as her/his thumbprint, each person has a Comfort Zone (iMA colour style) that is positioned within a systematic, predictable framework.

Recognise how a person's iMA colour style (Comfort Zone) influences what he/she wants, needs, and expects from you and others.

People will tell you their iMA colour style. If you know what to listen and look for. Each of the 4 iMA colour styles speaks and understands a different dialect. Every person speaks one dialect naturally, in which they feel the most comfortable giving and receiving information.

Respond to people in her/his iMA dialect and you will reduce tension and increase communication, co-operation and trust.

Start by identifying your employees comfort zone and you will have a blue print of how to treat her/ him in a way that gets the best results.

All it takes is just a couple of minutes and the iMA Algorithm!











## **iMA** Questionnaire

Your success is dependent upon your ability to Connect with others. This short questionnaire will take only a couple of minutes to complete. You will be given valuable insight about yourself and introduced to an exciting new universal language called iMA that is designed to increase your success by maximising your Connectivity.



A proven behavioural cloud-based solution to give your company a competitive edge in acquiring, retaining and utilizing the best talent and building peak performance teams.

#### A Strategic Tool for Discovering Strengths

- Put the right people in the right jobs
- Identify the best fit for your organization
- Significantly reduce staff turnover
- Increase the likelihood that applicants will be long-term employees
- Create new and highly interactive relationships
- Build teams that peak performance and take the business forward







# Meentify iMA Comfort Zon

## ongratulations !

nen someone asks, "What Colour are You?" tell them "iMA High een"!

J are a logical well organised person who works slowly and methodically to iduce accurate systems. You need guarantees that you are in the right before J act and prefer to work at a slow pace to allow you time to "process" all the prmation provided.

retake the questionnaire click here.



gh Greens tend to answer "Yes!" to many of the following questions:

## The persons wants, needs and expectations

#### A Strategic Tool for Decision Making

- Recruitment ,management, sales, customer Service
- Spot internal and external talent
- Predict patterns of employee behaviour
- Deal with employees as individuals

People, their knowledge and capabilities are your company's greatest resource.

Create an environment where your employees feel valued. Understand, relate to, engage and work with people better. Get better results, in less time, effort and money.\*







© James Knight iMA Strategies 2016



Dramatically transform the way you manage your company. Ask me about the iMA Algorithm today!

### **James Knight**

iMA creator and Master Practitioner



Sent from the desk of a High Yellow P.S. iMA High Yellow! What colour are you? If you don't know, find out here **http://iMAhigh.com** 



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\*Replacing a member of staff incurs over £30,000 in cost Based on a report carried out by Oxford Economics.





