



LUMINA SPARK®

Basics and possibilities of the personality tool for team and organisational development as well as personal coaching

THE LUMINA SPARK PERSONALITY INSTRUMENT



METHOD

- Based on an online questionnaire with 144 questions, a personal Lumina Portrait including a workbook is created.
- 24 qualities are measured bottom-up (situationally behaviour) and result in 8 aspects and 4 colour styles (Lumina Splash)
- 3 personas (natural, everyday and exaggerated persona) result in a differentiated personality picture and offer inspiration for areas of development
- The Lumina Portrait is the basis for individual coaching and team development
- Methodology and evaluation are scientifically based and validated
- Further development of Jung / BigFive et al. while avoiding stereotyping

THE 4 LUMINA PRINCIPLES

- Knowing oneself and understand others
- Building stable relationships
- Learning to value diversity
- Working together and efficiently

OBJECTIVES

The Lumina program enables insight and dialogue within the team for deeper understanding, effective collaboration and better results.

Lumina supports teams and people regarding:

- Way of cooperation
- Flexible communication style
- Achieving goals
- Personal contribution and strengths
- Mutual support
- Specific development
- Leadership qualities

8 ASPECTS & MOTIVATION

Discipline-driven – Inspiration driven

What gets you moving?

What is your drive?

Down to Earth – Big picture thinking

How do you look at the world?

What information do you perceive?

People-focused – Outcome focused

How do you make decisions?

What do you find important?

Introverted – Extraverted

What brings you energy?

Where do you invest your energy?

4 COLOURS

CONSCIENTIOUS BLUE

Observing. Evidence-based. Reliable.

EMPOWERING GREEN

Intimate. Collaborative. Empathetic.

INSPIRING YELLOW

Sociable. Imaginative. Spontaneous.

COMMANDING RED

Takes charge. Competitive. Purposeful

LUMINA SPARK – 24 QUALITIES



BOTTOM-UP METHOD:

The 144 questions in the online questionnaire refer to all areas of human action and behaviour.

There are 6 questions per quality:

(24 x 6 = 144)

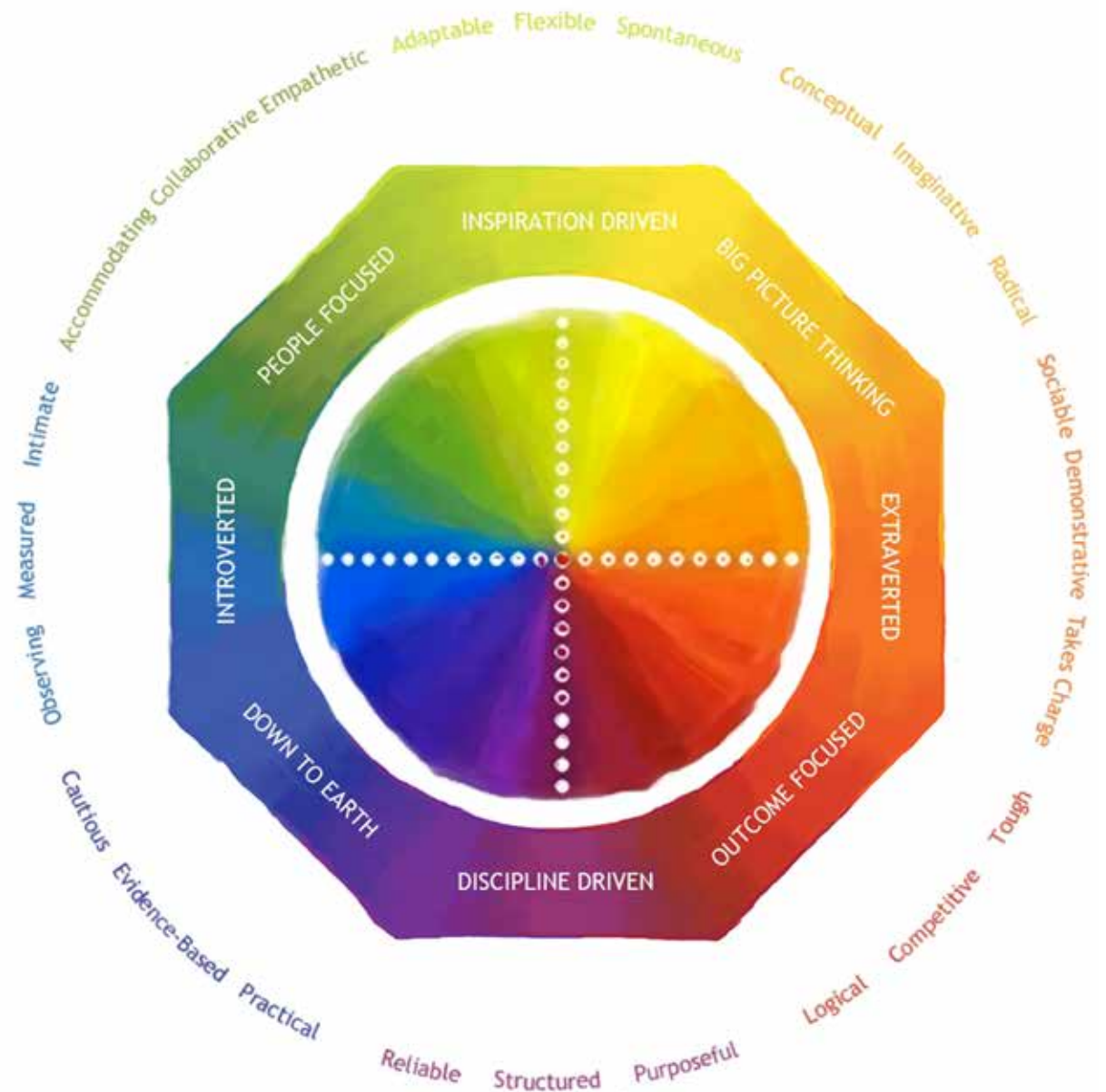
- 2 questions on the natural persona
- 2 questions on the everyday persona
- 2 questions on the exaggerated persona

The **24 qualities** form the basis for the 8 aspects; per aspect of 3 qualities, 18 questions are asked: (18 x 8 = 144)

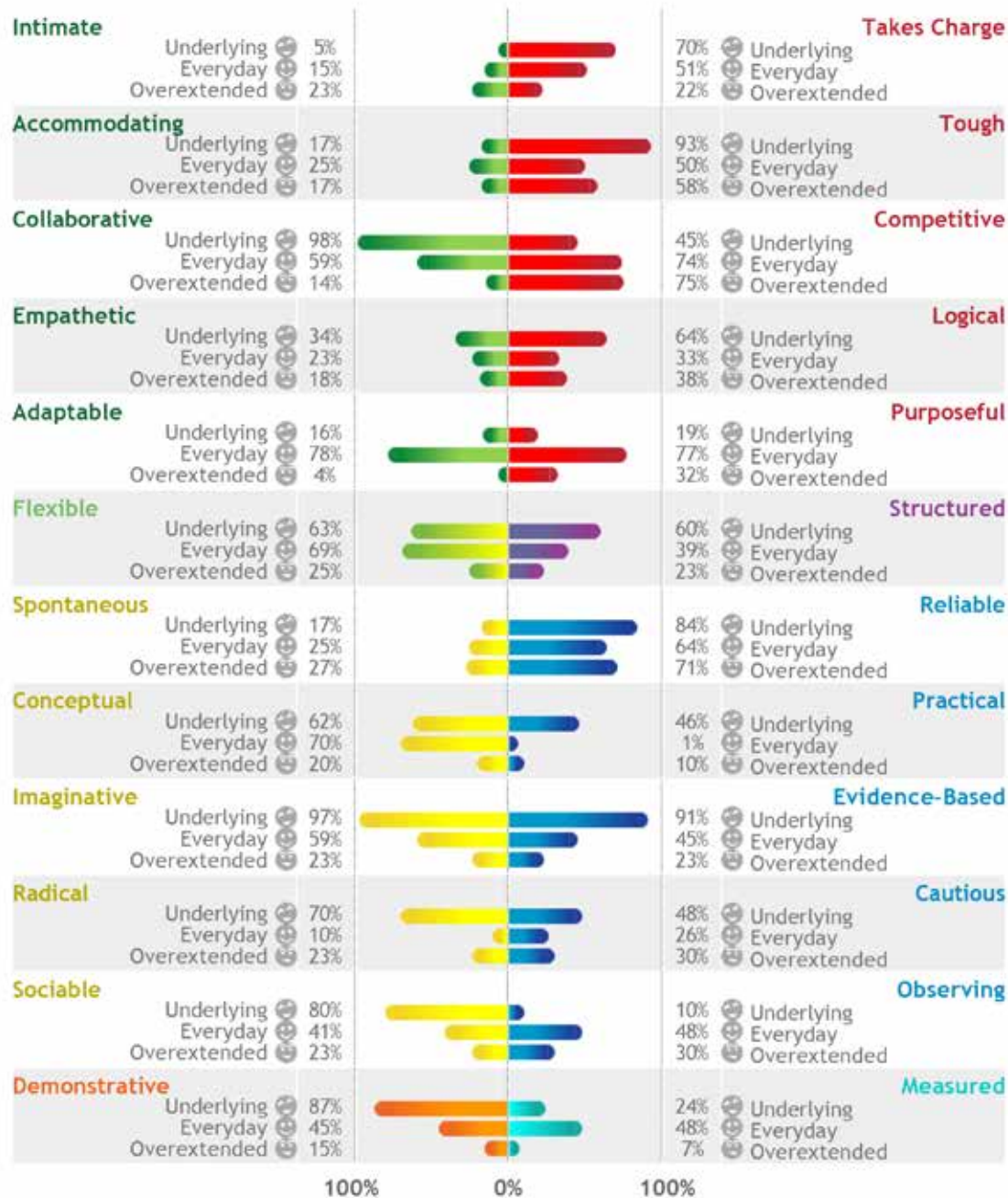
The **8 aspects** in their opposite pairs of expressions again form the basis for the 4 colours (blue - green - yellow - red)

All data is measured directly, no assumptions are made.

The use of a **5-point Likert scale** gives the respondent more options, to express their behavioural preferences in a differentiated way.



THE 24 QUALITIES COMPARED



MEASUREMENT AND EVALUATION

The 24 qualities are measured separately in 12 opposing pairs and are measured by the strength of their expression in a normed way.

Key factors:

- Highest value? - Lowest value?
- Opposites or blind spots?
- Relationship of the 3 personas to each other?
- Personal potentials and development goals

THE 3 PERSONAS IN THE LUMINA SPARK MODEL

represent three levels of personality:

Natural persona

- Natural behavioural preferences
- Inner motivation
- Private aspect of the persona



Everyday persona

- Everyday behavioural preference
- External aspect
- Behaviour in the work environment



Overexaggerated persona

- Behaviour under stress
- Reaction to unexpected events
- Often unconsciously effective



APPLICATIONS BASED ON LUMINA SPARK



LUMINA LEADERSHIP WITH 360° FEEDBACK

Individual leadership portrait with feedback questionnaire for feedback raters

- Everyday approach to leadership development
- 360° Feedback: Chef, colleagues and employees
- Compatible with existing leadership programs

16 leadership qualities

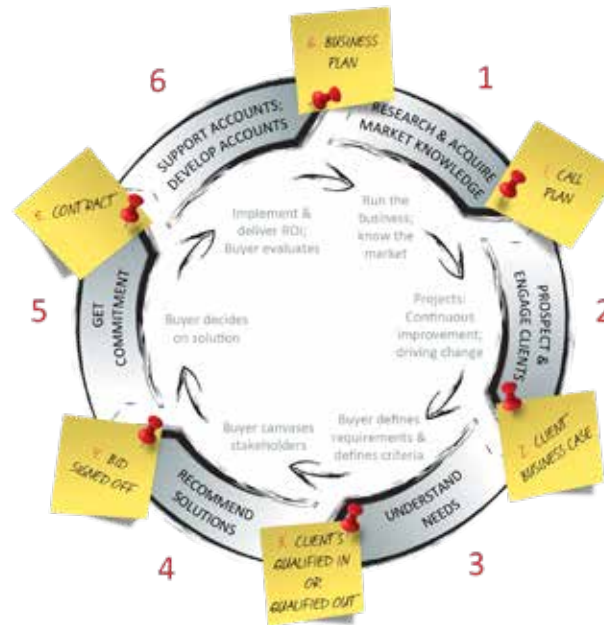
4 individual leadership styles



LUMINA SALES PORTRAIT

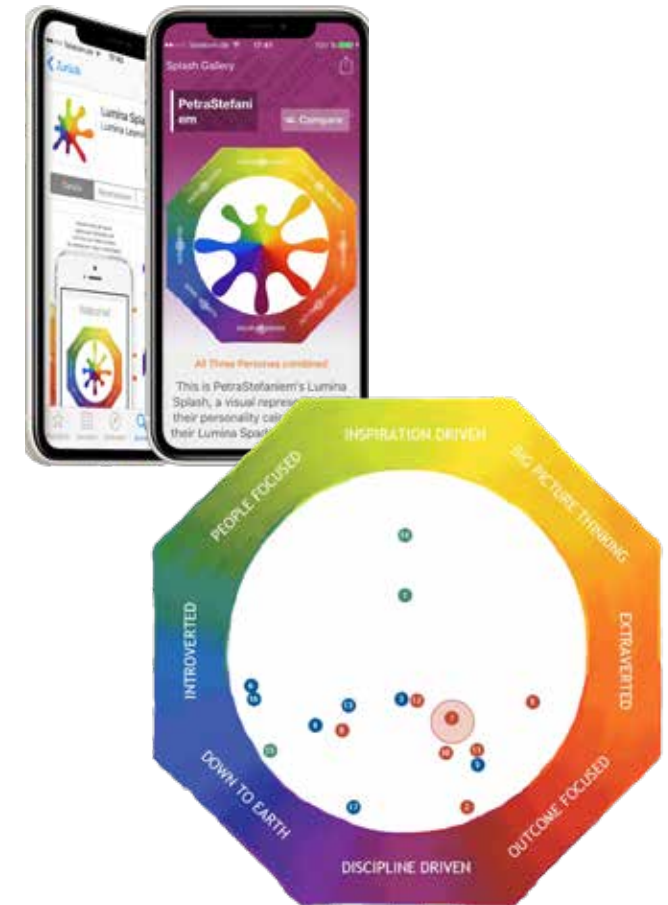
Individual sales portrait for:

- Analysis of personal sales qualities
- Development of individual sales competence
- Building successful sales teams
- Develop a company-specific sales cycle
- Develop an efficient sales force
- Learning to understand a wide variety of customers



LUMINA TEAM & SPLASH APP

- Individual speed reading
- Intuitive user guidance on mobile devices
- Intro for the 8 Lumina aspects
- Team profile: What does the team need?





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