

# Ntrinsx – A Wellness Engagement Engine

We don't all like the same things, think the same way or make decisions about our health like everybody else. Why then, do wellness programs treat us as if we did?

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## Preface

I can't think of many things that are more personal than our health and wellbeing. Yet, organizations continue to invest in wellness programs that are generic and data driven. Of course, we've gotten good at measuring things – Health Risk Assessments (HRA) benefit from years of insurance claim data. We pretty much know what constitutes unhealthy behavior, and we pretty much know what will happen to us if we don't stop it. Then why don't we stop it?

Clearly, there is no simple answer. We can make an important observation, though. That is, wellness is about how we make decisions, which is influenced by our environments and mindfulness. By environments I mean work, home, social, and world. We know that what happens in one of our environments impacts our behavior in our other environments. Conflict at work produces stress, which we take home and visa-versa. Stress erodes esteem, which leads to conflict – which produces stress... You get the picture.

Mindfulness is another way of describing our level of awareness of those things that impact our health and wellness, and our well-being in general. In the grand scheme of all the things that compete for our attention, is wellness top of mind? Does our culture at work, and that at home, boost our self-esteem? Or, does it conspire against us to encourage unhealthy decisions?

Ntrinsx is a "Social Intelligence" system that enables a culture of respect. It helps us reflect on our own intrinsic values and it provides a practical way to share or values with those we care most about. The idea is simple. It's based on the "Platinum Rule". That is, if you give me a way to understand your intrinsic values I will try to show respect for those values.

Ntrinsx does just that. It allows us to relate to people at a personal level, but on a very large scale. Instead of marketing wellness to everyone as if they were the same, we can tailor our message to appeal to each individual uniquely. We can be more successful in rolling out wellness programs on a large-scale if our programs are designed to respect the intrinsic values of each participant as an individual.

## About Temperament Instruments

No-one fully knows the extent to which personality is determined by genetics and hereditary factors, compared to the effects of up-bringing, culture, environment and experience. Nature versus Nurture: no-one knows. Most studies seem to indicate that it's a bit of each, roughly half and half, although obviously it varies person-to-person.

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We can, however, identify general personality styles, aptitudes, sensitivities, traits, etc., in people and in ourselves, especially when we understand something of how to define and measure types and styles. Today, temperament theory is employed in a broad range of applications, including:

- Communication
- Conflict resolution
- Corporate team-building
- Health & Wellness
- Hiring, Career development
- Interpersonal relationships
- Learning

You cannot sustainably 'impose' motivation on another person. You can inspire them perhaps, which lasts as long as you can sustain the inspiration, but *sustainable motivation must come from within the person*. A system that seeks to motivate certain behavior must enable and provide the situation, environment and opportunities necessary for people to be motivated - in pursuit of goals and achievements that are truly meaningful to the individual. This implies that you need to discover, and at times help the other person to discover, what truly motivates them. Help others to help you understand what they need and you will have an important key to motivating and helping those people.

Modern temperament theory can be traced back to, among others, Hippocrates (470 BC) and Aristotle (384 BC). In the late 1500's Shakespeare educated and entertained audiences with his portrayals of human temperament. But not until the late 1800's did temperament theory emerge as a scientific framework for psychology when Dr. Carl Jung published his "psychology type" theory.

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A number of popular implementations evolved from Carl Jung's work. Ntrinsx is based on the theories of Carl Jung and correlates to recognized methodologies such as Meyers-Briggs, DISC, and Keirsey. Each of these approaches are characterized in a separate document entitled 'How Ntrinsx Compares to Other Approaches' to show what they have in common with each other and with Ntrinsx, and how they are differentiated. In general, all systems that stem from Jung's theory subscribe to the notion that, in contradiction to earlier theories, people are not all the same. Their patterns of attitude and behavior are not the same. Intelligence and creativity are manifested differently. People communicate differently and they exhibit different mating, parenting, learning, communication and leadership styles – and will excel at different things in life and work.

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Beginning with the work of Meyers Briggs, temperament theory transitioned from an academic study of the science to a more practical application of the science. This moved discussions about temperament out of the journals and into corporate training rooms. Now, as technology advances, Ntrinsx embraces the trends in virtual environments. With the convergence of the Internet, mobile computing, social media, and even online gaming, we are able to reach the masses in a way that would not otherwise be possible.

## About Ntrinsx

Ntrinsx is the trade name used by Intrinsic Systems LLC for a family of products positioned to help people in all aspects of their professional, family and social life. By understanding and appreciating our intrinsic motivators and character strengths as well as the motivators and strengths of others we are better equipped to embrace positive lifestyle behaviors.

The technology not only delivers the Ntrinsx experience, but it also collects and aggregates valuable intelligence about participants that can be used for marketing, sales, customer service, and to dynamically adjust a consumer's online experience. Behavioral templates are applied to predict preferences and observed behavior can be used to adapt the predictive templates. Ntrinsx incorporates an open database design architecture and published API's, making it easy to integrated with or embed the Ntrinsx temperament algorithms in their own applications.

## The Ntrinsx Model

Ntrinsx tools are used to quickly identify a person’s temperament by associating behavioral traits to a color. Everyone’s personality can be characterized by some mix of each color and Ntrinsx identifies that mix in order of ‘most like me’ to ‘least like me’. The first color identifies traits that are predominant in all situations. The second color identifies traits that are easily called on in certain situations that demand those traits. The third color identifies traits that can be called on if required, but would not be comfortable on a routine basis. The fourth color is the weakest color, which identifies behavior that would not be considered the individual’s natural tendency.

Unlike ‘testing’ methodologies, which derive a characterization based on forced-choice questionnaires, Ntrinsx provides an interactive method of self-assessment that is more intuitive and more enjoyable.

Orange	Gold	Green	Blue
A Performer	A Planner	A Developer	A Mediator
Flexible	Dependable	Independent	Compassionate
Optimistic	Precise	Logical	Empathetic
Informal	Detail-Oriented	Analytical	Trustworthy
Risk-taking	Trustworthy	Complex	Sensitive
Enthusiastic	Loyal	Conceptual	Supportive
Confident	Punctual	Cool, Calm	Insightful
Decisive	Consistent	inventive	Imaginative
Practical	Diligent	Insightful	Harmonious
Results-Oriented	Organized	Intellectual	Enthusiastic
Charming	Committed	Systematic	Expressive
Direct	Conservative	Confident	Personal
Spontaneous	Patient	Curious	Sincere
Non-conformist	Responsible	Theoretical	Perceptive
Quick-witted	Cooperative	Abstract	Spiritual
Resilient	Ethical	Private	Creative

## Ntrinsx Distinctions

All temperament instruments that are based on Carl Jung's theories share some common ideas. At a high level, they can look quite similar. However, you will discover significant differences as you drill deeper. Here are some key distinctions of Ntrinsx as compared to the other methods:

**Modality.** The first and most obvious distinction between Ntrinsx and all other systems in use today, is the visual, interactive nature of the Ntrinsx assessment tool. Myers Briggs, Keirsey and DiSC use a forced-choice questionnaire. After completion of the 'test' they tell you what your personality is. Conversely, Ntrinsx presents behavioral characterizations, which you identify with (or not) as you interactively portray yourself in terms of the traits that are most like you. This approach is less likely to result in an incorrect characterization.




**Use & Recall.** Ntrinsx uses a color metaphor to make it easier to relate to personality traits. Colors are easier to remember and non-judgmental. Color quickly becomes a natural 'language' within populations that have been exposed to Ntrinsx, which reinforces the individuals intrinsic values the more it is used. Myers Briggs uses combinations of four letters to designate type (ENT what? INF what?); Keirsey uses combinations of word-titles (Guardian – Provider; Guardian – Supervisor); DiSC uses chart scores and word descriptors (3-6-3-5 Appraiser); all of which are quickly forgotten and none of which can be used as a language.

**Engagement.** Perhaps the most compelling attribute of Ntrinsx is revealed only by experiencing it. You immediately feel good because the Ntrinsx assessment tool is designed to deliver positive messages about who you are. This immediately draws you into the Ntrinsx experience and the more you use it the more it engages you. And because Ntrinsx focuses on the positive attributes of your character, you are more likely to share it with others. Ntrinsx teaches you how to respect your intrinsic values and the intrinsic values of others so, not only does Ntrinsx engage you, but it serves as a catalyst that helps you engage others. No other system currently on the market including Myers Briggs, Keirsey, and DiSC has that affect. Conversely, most people report that the forced-choice questionnaires are impersonal, tedious and boring.

**Reach.** Partly due to its engaging nature, and partly due to its technology platform, Ntrinsx is easy to deploy to very large populations. This is especially important when considering that the real value is accrued when all related parties have a common understanding of the principles. This, in combination with all of the previously mentioned distinctions, has a viral effect. Conversely, due to the nature of Myers Briggs, Keirsey and DiSC implementation formats, it takes a significant commitment of time and money to deploy those systems. As a result, organizations typically invest in training on those systems within a relatively small subset of the population – say top layers of management or a segment of the sales force.

**Applicability.** Considering all of the above attributes – modality, use & recall, engagement, and reach – it is easier to envision the practical constraints that may limit how well a specific system fits a specific application. While Myers Briggs, Keirsey, and DISC are generally accepted as valid methodologies, they all require relatively intense education by an accredited expert – usually in a classroom environment. This equates to a significant commitment of time, money, and priority. Given those commitments, Myers Briggs, Keirsey, and DISC have been accepted in corporate development applications, albeit for a limited segment of the population. Ntrinsx, on the other hand, is not only applicable across corporate development applications, it fits well in schools, entertainment, coaching, personal relationships, marketing/advertising, retail, etc. And, because Ntrinsx is easily embeddable in electronic systems, it has unique intellectual application opportunities in the area of customer service, online merchandising, social networking, data mining, etc.

## The most compelling attribute of Ntrinsx is revealed by experiencing it.



See how easy it is to relate intrinsic values to color. Register for a free account.

[Try it NOW](#)

Try it on your phone.



[Ntrinsx.com/preview/?o=wellness](https://Ntrinsx.com/preview/?o=wellness)

## Use of Ntrinsx in Wellness Applications

Temperament theory is used in a wide range of applications. The question of applicability must be considered in context with the specific application and its implementation parameters. In a wellness application we would consider the following parameters:

### How intuitive is it for the target population?

If it requires independent, expert interpretation  
**it won't work.**

Ntrinsx gives people a metaphorical language, using colors to relate to behavioral tendencies, and it embraces technology with a modality that is better suited to large-scale engagement. Competitive temperament instruments tend to be extremely analytical, often very academic, sometimes clinical - attributes that may be suited to certain applications or learning environments, but have no place in a large scale roll-out. It's simple, really. Wellness consumers won't spend an hour responding to forced-choice questionnaires – they've already endured too much of that. And, they won't study analytical reports to comprehend inferred behavioral tendencies. There is no value in a consumer targeted application that is not immediately intuitive.

Using Ntrinsx people gain valuable insight into their own values and the intrinsic values of others, literally within minutes. Using images, it engages people naturally by focusing on the things that are very interesting to them - the positive attributes of their personality and their character strengths. Then we build on that with information that appeals to their preferred style of learning.

### How intrusive is it?

If it requires effort, isn't fun, takes too much  
time, or distracts from the task at hand  
**it won't work.**

Ntrinsx is quick and its fun. In a consumer-targeted application it is feasible to use Ntrinsx to derive a quick self-assessment. Rather than using a forced-choice questionnaire, Ntrinsx lets the user compare sets of attributes and declare that they are 'most like this.' While the declaration is easy, fast and fun, the knowledge base behind the declaration can be used to infer a host of intrinsic values by association.

A better understanding of  
what drives behavior will enable us  
to respect the values of others.