



MANAGE CONFLICT & IMPROVE RELATIONSHIPS

Discover the **SDI**[®] (*Strength Deployment Inventory*[®])...

The **SDI**[®] is the cornerstone of the Relationship Awareness Theory™. It is a self-scoring motivational assessment tool that measures an individual's Motivational Value System™ (MVS™), both when things are going well and when the person faces opposition or conflict. Unlike other assessments, the **SDI**[®] looks beyond behavior to recognize the *motivation* behind it -- revealing *why* individuals act the way they do. Participants are empowered to appreciate and deploy their strengths to get what they need from a relationship. It's a powerful tool for enhancing our ability to communicate more effectively AND handle conflict more productively.

- The **SDI**[®] depersonalizes conflict... It's a non-threatening method for dealing with the inter-personal conflict that is too often avoided.
- The **SDI**[®] is memorable... It's an experiential tool promoting common sense concepts in a highly visual manner.
- The **SDI**[®] honors our differences... It's an inventory of the unique way we value different strengths and interpret the actions of others.
- The **SDI**[®] illuminates the reason for our actions... It's a snapshot of who we are - going beyond behavior to reveal our driving motivation.

The **SDI**[®] is intended for application... It promotes inter-personal insights that are crucial to improving any situation where people interact.

*Who's using the **SDI**[®]?*

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The **Strength Deployment Inventory**[®] has been used to help people interact better for more than 30 years. Countless organizations from the entire spectrum of industries have found value in the **SDI**[®]. Following is a small sample:

- Adobe Systems ▪ AIG United Guaranty ▪ Boeing ▪ Continental Airlines ▪ Deloitte & Touche
- ESI International ▪ Ford Motor Company ▪ Gillette ▪ IBM ▪ Jet Blue Airlines ▪ Johns Hopkins University ▪ Molex, Inc. ▪ Motorola ▪ The Paxen Group ▪ Pepperdine University ▪ Pilkington
- Price-Waterhouse Coopers ▪ Procter & Gamble ▪ Shaw Industries ▪ State of Oregon ▪ TRW
 - UCLA ▪ United Airlines ▪ US Army ▪ US Veterans Administration ▪ Visteon Corporation
 - Washington Mutual Insurance Company

THE **SDI**[®] IS COMPLEMENTED BY A FULL RANGE OF PRODUCTS TO DIVE DEEPER INTO LEARNING ABOUT RELATIONSHIPS AND CONFLICT

