



# Insight Systems Coaching

## Tools and Systems for Talent Development

**“Know Thyself” Socrates  
“Choose Thyself” Kierkegaard  
“Create Thyself” Steiner**

What is ‘Talent Development?’

Whether you are an individual looking to develop and maximize your own talent, or the leader of an organization looking to further develop the talent of your people, talent development is a field that provides concrete tools and coaching to help you answer the questions:

- *Where are you currently in your life?*
- *Where would you like to be?*
- *What are you capable of?*
- *How big is the gap between these?*
- *What are your strategies and action plan for bridging the gap?*
- *What are your strategies for maximizing your strengths and minimizing your liabilities?*
- *Are any of your liabilities sabotaging your career success?*
- *Would you like help answering these questions and implementing the resulting action plans?*

Now there is a highly validated assessment and coaching package that will assist you in these endeavors –

**INSIGHT SYSTEMS COACHING** is a coaching network created by G. Lynne Snead. Lynne is an coach, consultant, author, and training specialist, who has worked with thousands of people, and hundreds of organizations throughout the United States as well as Europe and Asia.

As a coaching specialist, Lynne has searched for professional tools to help her clients further develop their strengths, mitigate limitations and achieve their goals. She found the most highly validated tools were assessments that profiled 3 key areas of an individual:

- Behavioral Styles,
- Motivation Styles
- Talent and Attributes.

Lynne is a Certified Professional Behavioral Analyst, Certified Professional Values Analyst, Certified Attribute Index Specialist and Certified TriMetrix™ Job System Specialist, making her one of a handful of coaching professionals in the country certified on this combination of tools for talent development.

Lynne’s coaching and consulting practice uses a combination of highly validated assessments to profile an individual’s behavioral style, motivation style, and talent attributes. These tools provide a clear picture of an individual in terms of behaviors, motivation and capacities. This then provides a foundation and direction for clear coaching and individual growth and professional development.

**FOR AN ORGANIZATION,** The **TriMetrix Job System™** allows an organization the ability to ‘assess the job’ in terms of the ideal characteristics to fill the position. This profile provides a blueprint for the best behavioral style, motivational style, and talent attributes to fill a position.

In light of the current figures for hiring the wrong individual in an organization (three times the first years salary), this system provides an employer with a clear blueprint for hiring. Multiple candidates for the job can then be compared with the talent model for the job. When combined with other hiring ‘best practices,’ the combination of tools takes the guesswork and risk out of hiring.

Lynne is author of *To Do, Doing, Done, A Creative Approach to Project Management and Effectively Finishing What Matters Most*, along with co-author Joyce Wycoff, (Simon and Schuster, 1997), and *The Project Management Scorecard*, co-authored with Jack Phillips and Tim Bothel, (Butterworth-Heinemann, 2001). She is an Honoree in the 1999 International **Who’s Who of Professional and Business Women.**

As a Vice President of Franklin Covey, Lynne was the program author and developer of several Franklin Covey Project Management training programs. She served on the Board of Directors for the Innovation Network, a network of consultants focusing on innovation and creativity in business. She has taught Learning Skills at the University of Utah and has a background in both Educational Psychology and Data Processing.

**For additional information, contact:**

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