

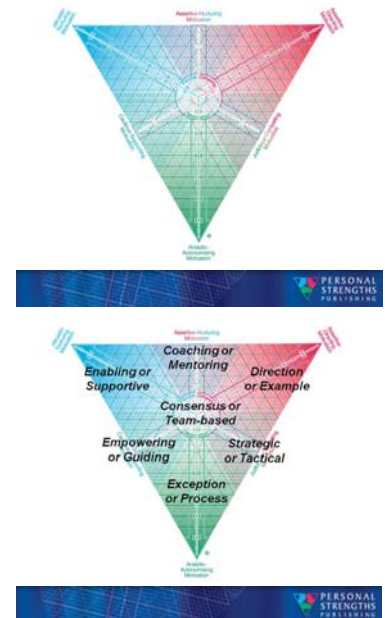
Building Relationships / Preventing Conflict

PKP, Inc. Austin, TX: L1 and L2 Certified by Personal Strengths USA to administer the SDI

Why the SDI Works:

1. **The SDI depersonalizes conflict...It's a non-threatening method for conflict management.**
2. **The SDI is memorable...It's an experiential tool promoting common sense concepts in a highly visual manner.**
3. **The SDI honors our differences...It's an inventory of the unique way we value different strengths and interpret the actions of others.**
4. **The SDI illuminates the reasons for our actions...It's a snapshot of who we are—going beyond behavior to reveal our driving motivation.**
5. **The SDI is intended for application...It promotes interpersonal insights that are crucial to improving any situation where people interact.**

Wouldn't it be great if the people in your life came with an instruction manual? Imagine how much stronger your relationships would be if you really understood what made people tick -- both when things were going well and when there was conflict and opposition. The SDI is NOT just another "personality test." It's a self-discovery motivational assessment tool that provides an understanding of what drives you and what drives others — an understanding that empowers you to communicate in a way that achieves the results you desire.

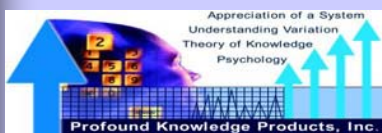


Personal Strengths Publishing is the company behind the SDI (Strength Deployment Inventory) and other assessments & services that help people improve their relationships and manage conflict more effectively.

The SDI was developed by psychologist, clinical therapist, educator, and author Elias H. Porter, Ph.D. It is the primary inventory of a suite of inventories based on his Relationship Awareness Theory - a group of ideas that help people to build productive relationships and manage conflict by providing a window into the motivation that drives behavior.

Dr. Porter's experience in clinical, industrial, military and governmental settings provided the rich diversity of environments needed to validate a comprehensive theory of relationships and the suite of inventories based on that theory. The awareness of self and others gained from the SDI helps people to improve all types of relationships be they at home, work, school, social or otherwise.

He founded Personal Strengths Publishing, Inc. in 1971 and served as President of that company until his death in December, 1987. Today, there are Personal Strengths offices all over the world and the SDI is available in ten languages.



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