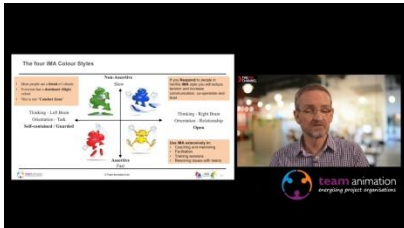


The purpose of this document is to provide MPA members with sufficient guidance to use the **iMA Diagnostic** and to brief other parties who would benefit from the **iMA Suite**. It assumes that you have had some form of briefing yourself. The suggested steps / options are identified below:

1. Complete the iMA Diagnostic

As a first step ask people to complete the Diagnostic at www.ima-pm.co.uk and suggest that they watch the video that describes the colour style – this is helpful as an initial briefing and is provided by the creator of iMA, James Knight of iMA Strategies.

2. Watch the video on its use



You can ask people to watch a **12 minute** video on Vimeo that explains what iMA is and its use in improving communication and engagement at <https://vimeo.com/196439669>.

3. Point them to materials to read on each colour

As part of the iMA Suite there is a single page overview of 4 styles and more detailed descriptions of each colour style online.

4. What you can tell people

- **iMA** is a simple way of observing and understanding the differences in people and communicating with them on their wavelength
- It has the potential to have a positive impact on improving delivery performance by improving communication and connectivity between individuals and teams.
- Although that every person is as unique as her/his thumbprint, each person has a Comfort Zone (**iMA** colour style) that is positioned within a systematic, predictable framework.
- **Recognise** how a person's **iMA** colour style (Comfort Zone) influences what he/she wants, needs, and expects from you and others. Each of the 4 **iMA** colour styles speaks and understands a different dialect. Every person speaks one dialect naturally, in which they feel the most comfortable giving and receiving information
- **Responding** to people in her/his **iMA** dialect and you will reduce tension and increase communication, co-operation and trust.
- It is **NOT a personality assessment** or any form of psychological instrument or a way of categorising or putting people in a box – we are all a mixture of every colour.

The benefits of iMA include:

- **Free** – there is no cost in doing the short questionnaire or receiving your **iMA** colour style
- **Fast** – takes less than 3 minutes to complete the questionnaire and get your **iMA** colour style
- **Effective** – provides immediate insights that will allow you to modify your behaviour
- **Sustainable** – you can invite fellow IPA colleagues, team members, friends (or even family!) to complete using the same link and then discuss your **iMA** colour styles for free
- **Global reach** – it can and has been used across professional and geographical boundaries
- **Systematic Approach** – it provides a common structured framework within which people can discuss how to communicate effectively

How can it can be used:

- **Personal Insight** – about your own style and having awareness of this what Modifications you can make to improve your engagement with others
- **1-2-1 relationships** – knowing your own and other peoples styles provides a common language to discuss preferences and ways of improving communication
- **Stakeholders** – modifying your approach to better engage with a particular style
- **Teams** – knowing the team profile allows expectations, dynamics, etc to be discussed
- **Project Delivery** - how to improve the tailoring, adoption and practice of project, programme and portfolio management using the **iMAPraxis Initiative**.

This asset is part of the **iMA Suite** provided by **Team Animation Ltd to MPA members under Licence**. To discuss how iMA can be used in your organisation to improve performance please contact **Donnie MacNicol** on **07799 766238** or donnie@teamanimation.co.uk. Follow Donnie on **LinkedIn [here](#)** or on Twitter at **donniemacnicol**.

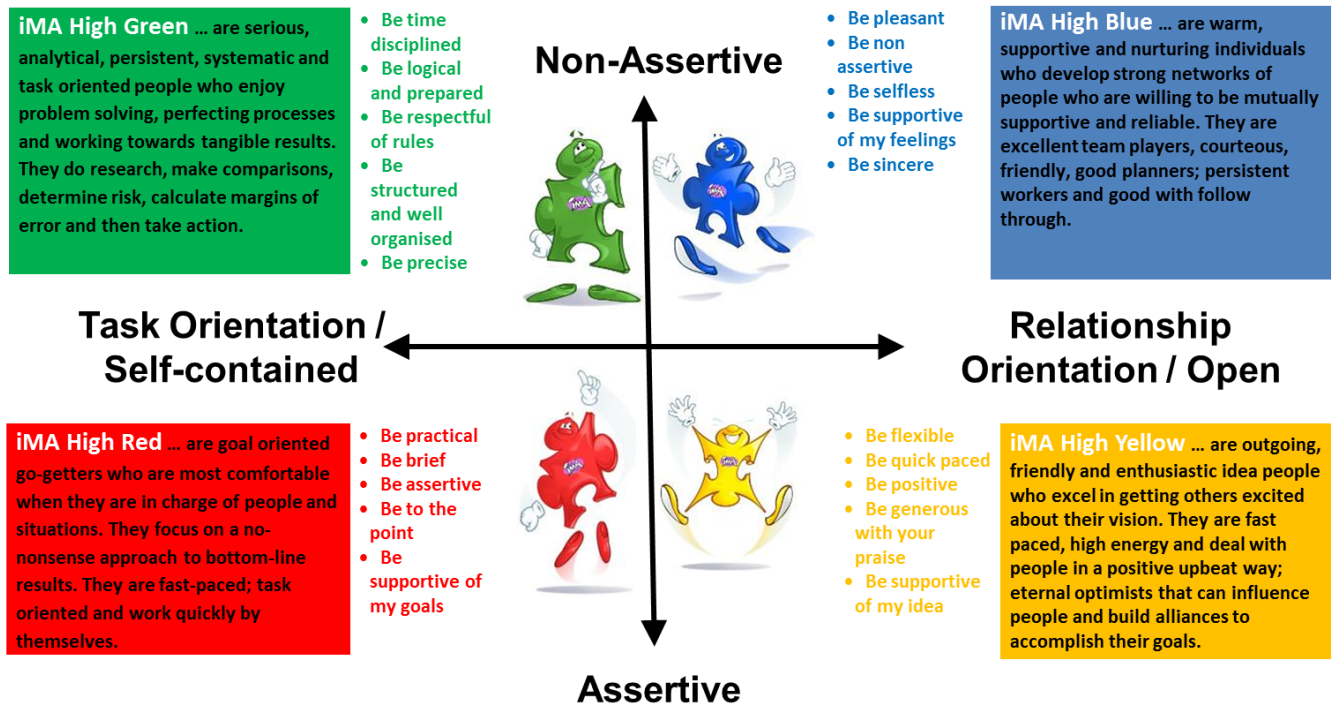
"If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart." Nelson Mandela

Effective collaboration and teamworking are key to delivering value. However teams are made up of individuals, each of whom have their own communication and work style. Having awareness of personal and team styles will provide insights to improve connectivity and performance. Below is information on each of the **iMA** styles followed by questions you can ask of yourself and the team.

iMA is based around 2 distinctions. The 10 questions aim to identify your preference between:

- Level of Assertiveness
- Focus on Tasks or Relationships

From this you have 4 styles as shown below which identifies each colour's typical characteristics and how to engage with them effectively. This is followed by further information on typical strengths and what behaviours are typical under stress.



	High Blue	High Green	High Red	High Yellow
Strengths	Will make certain those ideas are carried out and will bring stability to the group	Will make certain that key details are covered and the project is done well	Will keep the focus and insist on results	Will generate and promote ideas, persuade others to become involved
	Personal warmth and the ability to build meaningful relationships	Precise, efficient and well organised	Assertiveness and the ability to get the job done speedily	Enthusiasm, charm and persuasiveness
When engaging	Be Sensitive to their feelings	Be Precise	Be to the point	Have Fun!
Under stress	Submissive, Passive, Dependant, Hesitant, Indecisive	Resist change, Slow to act, Slow to begin work, Withdrawn, Resentful	Restless, Critical, Blunt, Un-cooperative, Irritable, Aggressive, Pushy	Manipulative, Over-eager, Impulsive, Inconsistent, Unrealistic, Waste time

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