



## From Insight to Impact: Applying the iEQ9

*A powerful tool for self-awareness, team development & human-centered leadership*

Did you know that 80% of Fortune 500 companies rely on personality or behavioral tools to develop their people? Popular frameworks like Myers-Briggs, DiSC, or CliftonStrengths are useful in showing preferences, but they often stop short of revealing the **deeper why** behind behavior. That's where the iEQ9 stands out: it goes further, combining scientific accuracy with empathy and clear growth pathways — unlocking richer insights for both individuals and teams

### Why iEQ9 is Different

#### Greater Accuracy in Typing

- Personalized Questions: The iEQ9 draws from a database of ~1200 questions. The assessment adapts dynamically to your answers, diving deeper where needed.
- Less Guesswork: Unlike static tests, iEQ9 minimizes “best fit” errors, ensuring you get a precise, personalized result.

#### Not a Box, but a Mirror

- Reveals both strengths and blind spots
- Connects behavior (Ego) with deeper motivation (Essence)
- Supports ongoing self-discovery, not static labels

#### The iEQ9 Process

- Confidential 30-minute online assessment
- Personalized 42-page insight report covering strengths, blind spots, stress triggers, and growth paths
- Real-world focused coaching and team training

*This isn't a surface-level tool—the iEQ9 is a mirror that shows both your brilliance and your blind spots.*

#### Benefits at an individual level:

- Increased self-awareness & confidence
- Clear growth pathways & resilience under stress
- Greater compassion for self & others
- Leadership authenticity & impact
- Improved communication & relationships





### **Team Report**

Individual iEQ9 reports highlight each person's drivers, challenges, and development opportunities. When aggregated into a team report, these insights create a systems-level perspective, showing patterns, strengths, and growth areas across the whole group.

### **Shared Language for Growth**

- Creates a common vocabulary that reduces blame and builds appreciation.
- Example: Instead of “Why does she always question everything?” → “That’s her Type Six gift of scanning for risks.”

### **Seeing the Whole System**

- Reveals patterns, clusters, and gaps across the team.
- Leaders gain clarity on collective strengths—and blind spots.

### **Improved Collaboration & Conflict Management**

- Highlights natural tension points (e.g., cautious vs. fast-paced types).
- Teams can design strategies that leverage differences.

### **Strategic Capacity Building**

- Aligns roles with innate strengths, boosting efficiency, engagement, and reducing burnout.

### **Culture & Sustainability**

- Shows “how we do things together,” surfacing hidden assumptions and autopilot modes.
- Builds conscious, sustainable culture.

### **Development Roadmap for the Team**

- Outlines collective growth edges.
- Example: Team heavy on “doing” energy → needs more reflection and emotional intelligence.

The iEQ9 is trusted by certified practitioners who work with leaders in Fortune 500 companies, helping teams create a shared language, improve collaboration, and unlock targeted growth pathways. Around the globe, organizations like Google, Shopify, Toyota, Shell, and Best Buy already leverage the Enneagram framework to strengthen leadership and build healthier, more resilient cultures. Unlike traditional tools, the iEQ9 doesn't just describe behavior — it reveals the deeper drivers behind it, offering practical pathways for change.

To maximize impact, 360Horizons provides tailored training and coaching that ensure insights from the iEQ9 are effectively applied in day-to-day business contexts. These programs help leaders and teams translate self-awareness into measurable performance improvements, strengthening decision-making, communication, and collaboration. By embedding the Enneagram framework into leadership development and team practices, organizations accelerate culture change, increase engagement, and achieve more sustainable results.

*Ready to turn insight into impact? Let's explore how the iEQ9 can support your leaders, strengthen your teams, and accelerate culture change in your organization.*

