



# Unlocking Potential with Lumina Learning

Transforming Individuals, Teams, and Organisations



## How Much Time Is Your Business Losing?

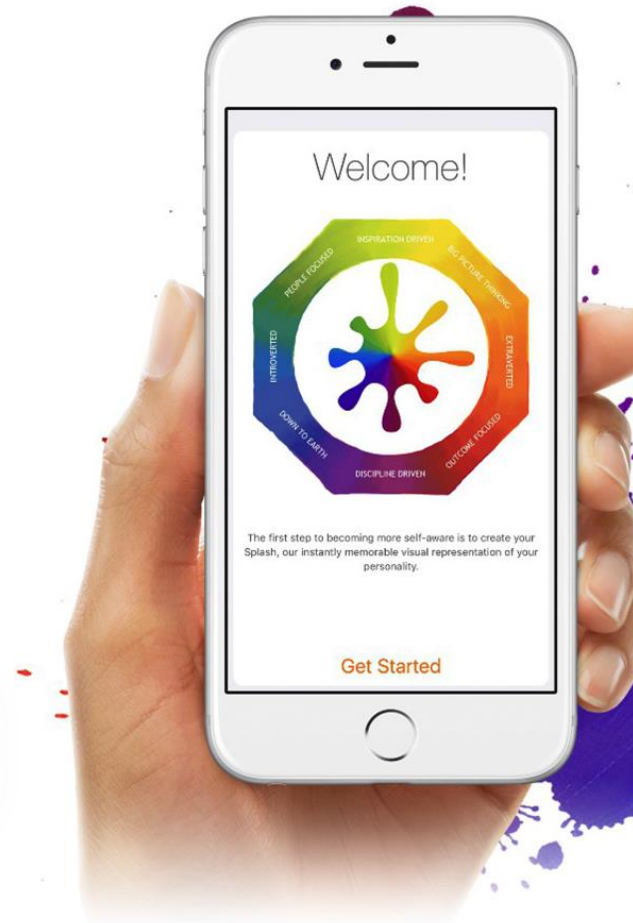
Underperforming teams cost organisations thousands of hours every year.

Research shows that businesses lose an average of **2.7 hours per employee per day** due to ineffective collaboration, poor communication, and disengagement.

That's nearly **14 hours per week per employee**—time that could be transformed into productivity and success.

### What If Your Business Operated at Its Full Potential?

With Lumina Learning, **you can turn lost time into improved performance, and growth.** Whether you are looking to improve teamwork, refine your sales strategy, develop leaders, or hire the right talent, we have the tools to help.



## Statistics & ROI Data - The Business Case for Development



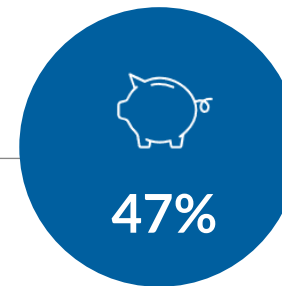
### Increase in Productivity

Teams that communicate effectively can increase productivity by 25%.



### More Engagement

Self-aware employees are 32% more engaged.



### Higher Revenue

Companies that invest in leadership development see 47% higher revenue per employee.

**“**More than 75% of *The Times Best Companies to Work For* are using psychometrics and seeing positive changes in their teams. Thousands of HR leaders rely on personality tools to bring objectivity to their decisions.”

# Why Lumina Learning? – Transforming Potential into Performance

**Lumina Learning** is a global provider of innovative psychometric tools and assessments designed to enhance professional and leadership development. Founded in 2009 by Dr. Stewart Desson, Lumina Learning combines advanced psychological research with practical business applications to help individuals, teams, and organisations improve self-awareness, communication, and performance.

## What Sets Us Apart?

- **Actionable Insights** – More than just data – we deliver strategies that drive real change.
- **Global Impact** – Trusted by leading organisations and institutions, including Deloitte, Adidas, British Airways, Barclays, Toyota, Heineken, the NHS and Imperial College London.
- **Scientifically Valid** – Based on advanced personality psychology, including the Big Five traits and Carl Jung's work, providing deep, reliable insights.
- **Whole-Person Approach** – Unlike traditional psychometric tools that categorise individuals into fixed personality types (e.g., introvert vs extrovert), Lumina's models reflect how personality traits coexist and adapt depending on the situation.
- **Customisable & Inclusive** – Tailored to organisational and cultural needs for relevance and effectiveness.
- **Innovative Science** – Combines personality, emotional intelligence, and competency development for measurable success.



# Lumina Learning Suite Overview - Comprehensive Solution for Every Challenge



Enhances self-awareness and personal effectiveness.



Optimises individual selling style for better results.



Improves recruitment processes with data-driven insights.



Enhances emotional intelligence for better decision-making.



Develops authentic and resilient leadership.



Builds cohesive and high-performing teams.

## Lumina Spark - How Well Do You Really Know Yourself?

Do you know what truly drives your decisions, interactions, and performance? Lumina Spark unlocks your full potential by providing powerful, personalised insights into your entire personality.

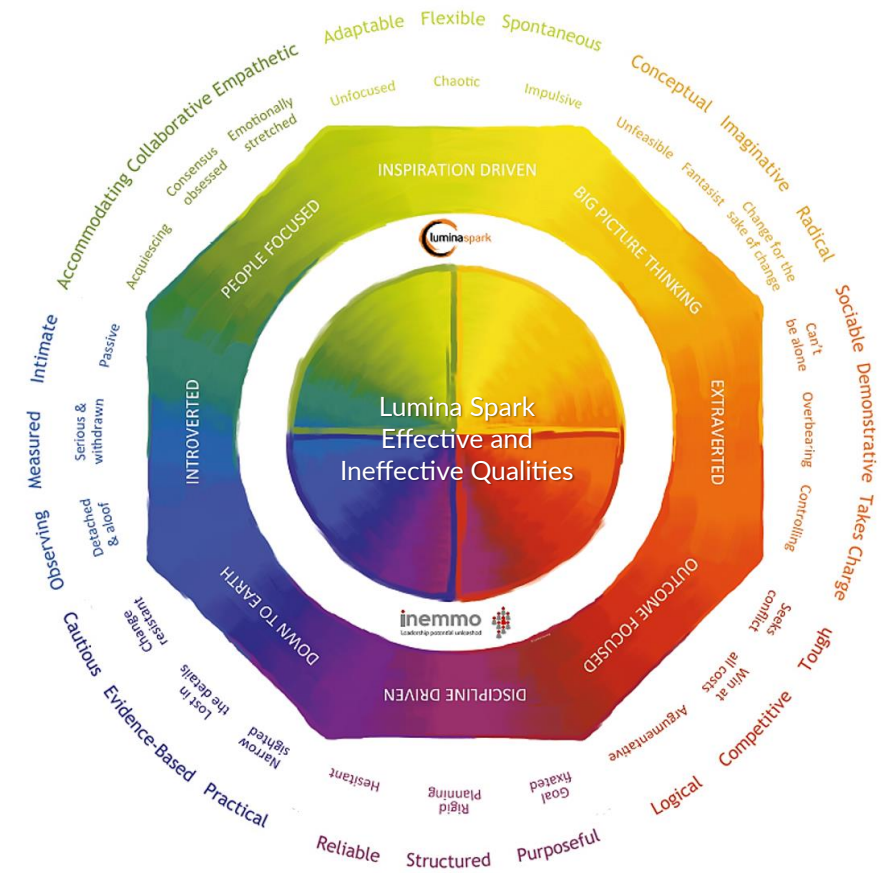
By revealing your unique blend of strengths and challenges, Lumina Spark helps you build self-awareness, enhance communication, and work more effectively with others.

### Key Features:

- A personalised, interactive portrait of your personality
- Three dynamic personas: **Underlying**, **Everyday**, and **Overextended**
- Three unique tools for continued development: the **Lumina Splash App**, **Journey to Composure**, and **Spark Coach Plus**.

### Why It Matters:

- Elevates self-awareness and **personal impact**
- **Strengthens collaboration** and leadership
- Helps you **adapt to challenges** and thrive under pressure



## Lumina Leader – What Kind of Leader Are You?

Are you leading with impact, or just managing? Lumina Leader provides deep insights into your natural leadership style, helping you lead with confidence, authenticity, and adaptability.

Great leaders inspire, engage, and empower their teams. This tool helps you understand what makes you a leader—and how to refine your approach to drive real results.

### Key Features:

- **Tailored leadership insights** based on personality traits
- Practical strategies for adapting to different leadership challenges
- Guidance on inspiring and **motivating teams effectively**

### Why It Matters:

- **Builds trust** and engagement with your team
- Helps you lead confidently through change and uncertainty
- **Maximises leadership potential** and influence



## Lumina Sales – Are You Selling or Simply Talking?

What sets top-performing sales professionals apart? It's not just what they sell—it's how they connect, influence, and adapt. Lumina Sales gives you a competitive edge by aligning your unique selling style with the proven six-stage sales cycle.

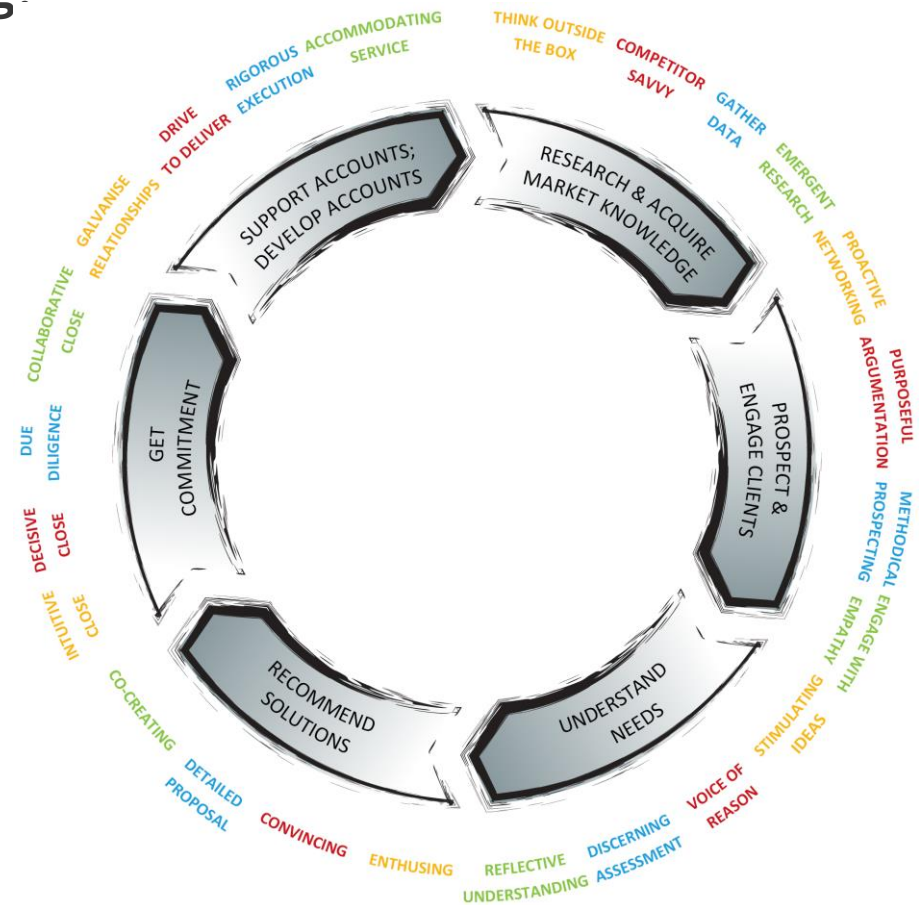
By identifying strengths and areas for improvement, this tool transforms good salespeople into outstanding ones.

### Key Features:

- A deep dive into your **selling behaviours and mindset**
- Alignment with the six-stage sales cycle for maximum impact
- **Clear, actionable insights** to refine your approach

### Why It Matters:

- Helps you close more deals by playing to your strengths
- **Strengthens client relationships** with a tailored approach
- Increases confidence and **effectiveness in every sales interaction**





# Lumina Select – Are You Hiring the Right People?

Hiring mistakes are costly—both in time and resources. Lumina Select helps you identify the best candidates for your organisation, ensuring alignment between their skills, personality, and role requirements.

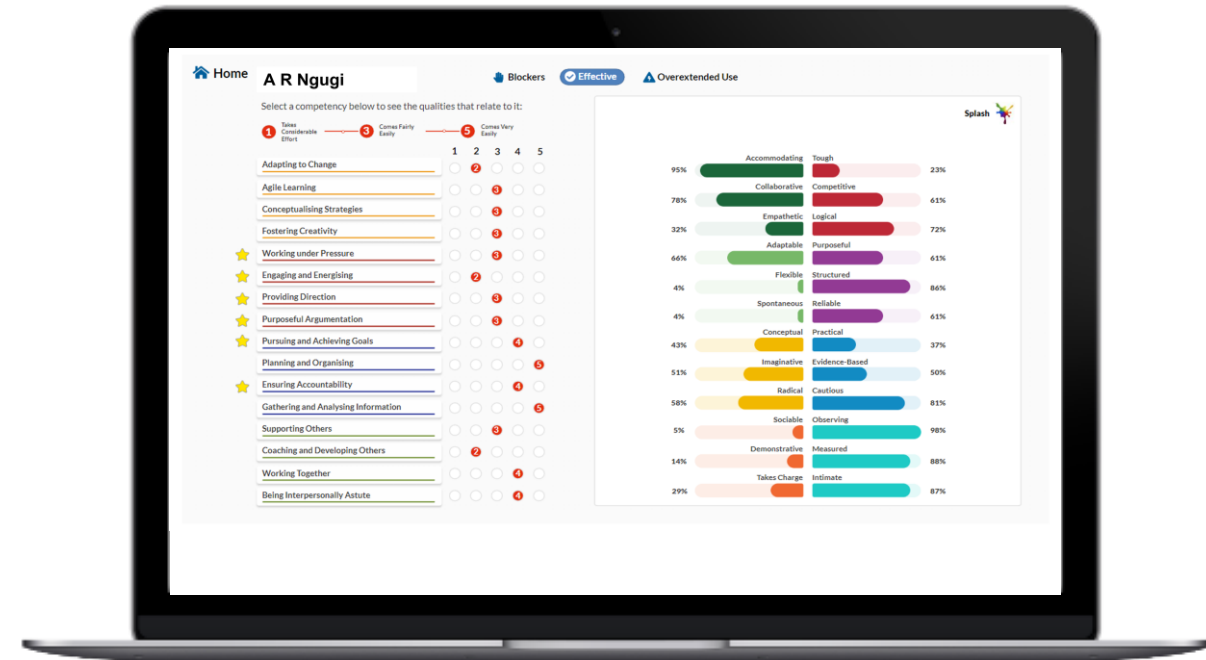
By integrating recruitment, onboarding, and personal development, it streamlines the hiring process and sets employees up for success.

## Key Features:

- Data-driven insights to **match candidates with the right roles**
- A powerful Job Profiler and Applicant Tracking System
- A **holistic approach** that blends hiring with long-term development

## Why It Matters:

- **Reduces hiring costs** and turnover rates
- Ensures new hires fit seamlessly into your team culture
- **Improves retention** and long-term performance



## Lumina Emotion – Do You Control Your Emotions, or Do They Control You?

Emotional intelligence is the difference between good and exceptional performance. Lumina Emotion helps individuals master their emotions, enhancing clarity, resilience, and decision-making.

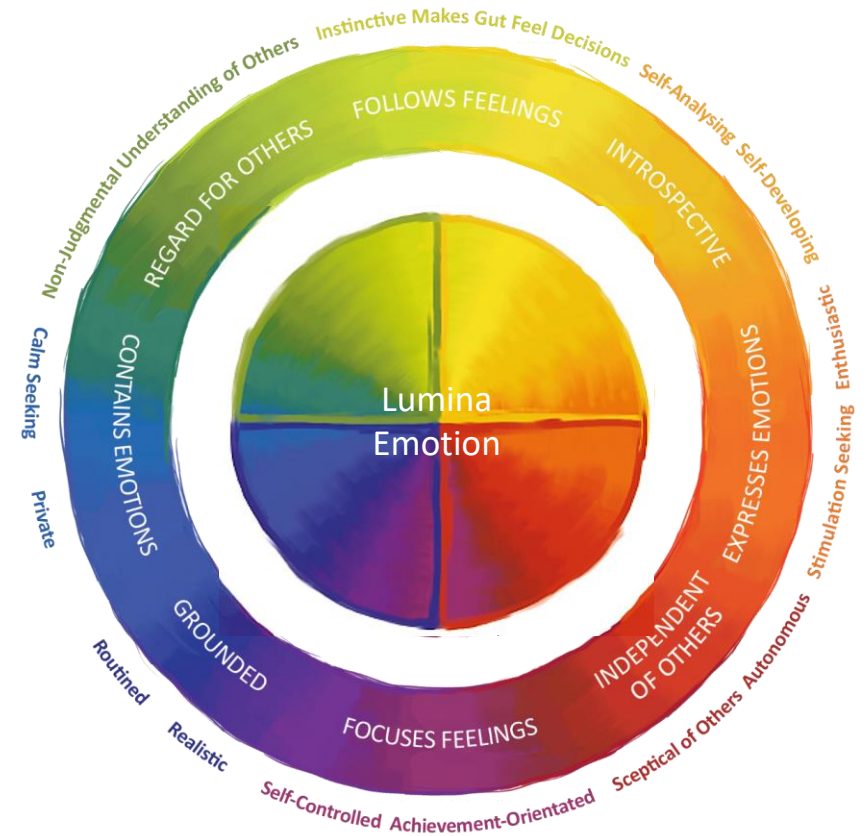
By connecting inner feelings with outward behaviours, this tool strengthens emotional agility, improving both personal and professional interactions.

### Key Features:

- A personalised breakdown of **emotional drivers** and **responses**
- A blend of personality traits and emotional intelligence insights
- Clear strategies for **managing emotions under pressure**

### Why It Matters:

- Helps you stay composed and **effective in high-stress situations**
- Strengthens relationships through emotional intelligence
- Enables **smarter decision-making** with emotional clarity





# Case Study: Leadership Excellence and Record-Breaking Performance with Lumina Spark

**The Impact – Financial Success** – Profit before tax increased by **30%**, the highest in the bank's history, linked to improved individual and team performance.

## Performance Appraisal Uplift



## The Challenge

A leading financial services provider in Ghana with over **100 years of operations** and **56 branches** aimed to:

- Strengthen senior leadership self-awareness to sharpen decision-making and drive performance.
- Empower leaders to adapt their approach to diverse challenges and team dynamics.
- Establish consistently high leadership standards through strategic insight and accountability.
- Boost overall performance bank-wide, by aligning individual and team success with organisational goals.

## The Solution

The bank implemented the inemmo '**Your Leadership Unleashed**' programme using **Lumina Spark** to elevate leadership and team effectiveness:

- **19 Senior Managers and 54 Middle Managers** completed Lumina Spark questionnaires and received personalised Lumina Portraits.
- Two-day workshop using Lumina Spark and Lumina Team.
- Developed action plans using the GROWS model.
- Engaged in coaching for accountability and support.
- **Six** staff members became qualified **Lumina Spark practitioners** to cascade knowledge across the organisation.

## Globally recognised Practitioner Qualification Programme

Lumina Learning offers a **globally recognised Practitioner Qualification** Programme designed for professionals looking to master next-generation psychometrics and **drive meaningful behavioural change within organisations.**

This programme equips participants with the knowledge and skills to **effectively apply cutting-edge psychometric tools**, delivering industry-leading assessments that enhance self-awareness, leadership, teamwork, and communication. With comprehensive training and ongoing support, certified practitioners are empowered to **create measurable transformation in individuals and teams.**

### Key Benefits of Becoming a Certified Lumina Learning Practitioner:

- **Expert-Led Training:** Engage in interactive courses led by experienced professionals, combining in-person and virtual sessions to ensure a deep understanding of Lumina Learning products
- **Comprehensive Resources:** Gain access to a suite of tools, including customisable reports, digital learning platforms, and ongoing support materials to facilitate impactful interventions.
- **Global Community:** Join a thriving network of practitioners worldwide, sharing best practices and continuous professional development opportunities.
- **Flexible Learning Paths:** Choose from various qualification formats, ranging from fully virtual to face-to-face, tailored to accommodate diverse learning preferences.
- **ICF Accredited:** Earn Continuing Coach Education Units (CCEU) recognised by the International Coaching Federation (ICF), enhancing your professional credentials.





## We'd love to hear from you:

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