



# a team is more though sometimes less than the sum of its individuals

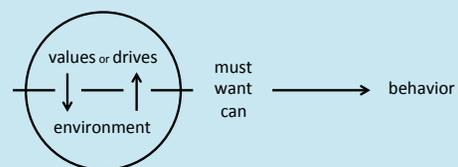
People often behave differently in teams and organizations than you would expect based on their individual preferences and character. They adapt to the nature of the team culture. Often this leads to effective forms of cooperation, but also with some regularity will lead to a team dynamic that is not effective; what's there might not come out. Even perfectly composed teams can get stuck in a communal pattern that doesn't work well and brings up negative feelings. To get at the heart of this sort of pattern is vital for those leading teams.

RealDrives is a powerful method that uses a basis of drives to fully understand human behavior and to change it. RealDrives works just as well for individuals as it does for teams and organizations. RealDrives is available in several languages and is very applicable in international or multicultural settings. RealDrives uses an online tool to quickly and simply map out the drives of individuals and the patterns in teams.

## RealDrives and drives

Every person, and also every group, places certain drives up front. That has big implications for the functioning of managers, teams, and team members.

RealDrives works with the language of drives. Six drives are used and each is indicated by a color. The RealDrives color-language is used to describe the drives, perception, and behavior. In the RealDrives approach behavior arises from the tension between what people want (their drives) and the context in which they find themselves (the environment) and is used by the individual as a means to reach their goals.



There is nothing esoteric about drives. They are simple to measure and allow you to effectively explain and predict behavior. RealDrives results form a good starting point to discuss the functioning of teams, providing good leadership to a team, working together well within a team, and also for an individual coaching track.



# focus on team pattern cooperation with color

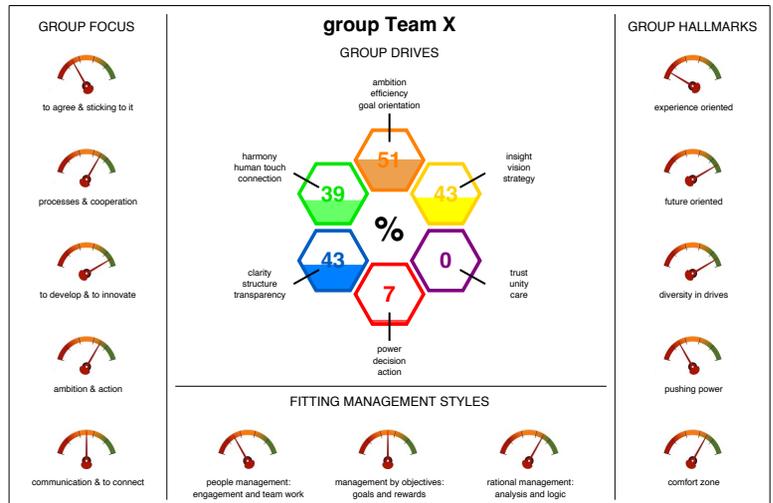
The team pattern is determined based on the drives of all team members. The team pattern is not just a mathematical average, but is determined by the application of group dynamic logic. The calculation takes into account how much people are influenced by the group, since the measured drives allow predictions about how people will adapt to each other.

The team pattern result is created to judge whether a group course correction is needed, and if so, in what areas. These results can be used on different levels:

1. the group can see for itself in what areas they are strong or weak, and where the biggest risks to effective function are;
2. leadership of the group can see in what way to guide the group to ensure sustainable functioning;
3. top management can see to what degree self-guidance of a group is possible, and what goals should be given to the group leader.

Pictured in the middle are the drives of the group, which indicate the natural predisposition and motivation of the group as a team. Pictured around that are a number of attributes which are relevant to (self) guidance of the team. This deals with three categories:

- **group focus:** indicates the natural orientation of the team. High scores in green indicate that the group is highly focused on this aspect, and therefore won't need extra attention from management.
- **group hallmarks:** indicates a number of aspects that need to be taken into account when leading the group. Low scores in red indicate a possible blockage or blind spot.
- **fitting management styles:** depending on the team pattern you have different options for guiding, inspiring and activating people.



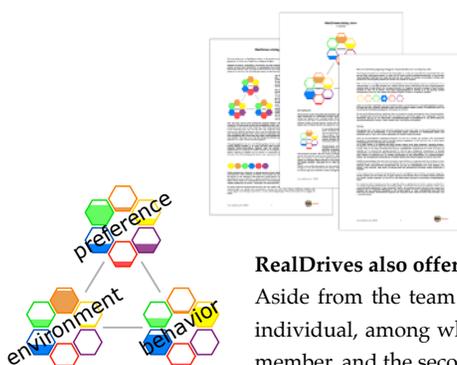
With RealDrives you can measure the drives of teams and individuals. In RealDrives results you can read not only the team pattern but also how you can best guide the team and what the dangers and blindspots are. With the individual drive profiles you see how people are put together, how they adjust their behavior to their environment and what judgements or feelings they have about their environment. The difference between people become concrete and manageable.

RealDrives is very well suited to:

1. making cultural patterns visible and a part of the conversation
2. improving internal and external cooperation between teams
3. providing a better understanding of how to motivate people
4. making communications more effective
5. understanding why people do what they do
6. improving organizational functioning
7. increasing professionalism in leadership

[www.realdrives.com](http://www.realdrives.com)

email: [info@realdrives.com](mailto:info@realdrives.com)



## RealDrives also offers individuals their own report!

Aside from the team profile RealDrives also generates a series of results for the individual, among which two detailed reports, the first on his/her role as a team member, and the second from the perspective of a leader.