



Definition of flow: “to move, come, or go continuously in one direction”

## 5 PRINCIPLES OF FLOW

Our unique FLOW approach is infused throughout all of our offerings to give you and your team a fully integrated and life-changing experience. We follow five principles that keep us on track.

|               |                                   |
|---------------|-----------------------------------|
| HOLISTIC      | FOCUS ON THE WHOLE EXPERIENCE     |
| HUMAN         | MAKE EVERY HUMAN CONNECTION COUNT |
| CREATIVE      | SHARE NEW & FRESH PERSPECTIVES    |
| COLLABORATIVE | ALWAYS DO THINGS TOGETHER         |
| SIMPLE        | MAKE IT NATURAL & EASY            |

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## ABOUT SPARK CREATIONS & COMPANY INC.

IGNITING CULTURES. CREATING PURPOSE.

SPARK Creations & Company Inc. is a training and development organization that inspires people and companies to create meaningful cultures and workplaces. We use a unique FLOW approach through all of our product offerings to focus on the whole experience using new and fresh perspectives in a collaborative way whilst keeping it simple and clear.

Our team of creative, committed and progressive trainers, facilitators, and certified executive and leadership coaches have 75+ years combined corporate training experience in strategic culture visioning, leadership development, team building and communications, executive and leadership coaching, people and culture program development (human resources), flow (lean and process) management, employer branding and marketing, and project management.

Ready to ignite your culture and create purpose? Connect with us today!

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## CULTURE LEARNING: INSPIRING PURPOSE AND HUMAN CONNECTION

AN ADAPTIVE PROCESS DEVELOPING THE CAPACITY AND CAPABILITY OF THE INDIVIDUAL

As is often the case, it's not only a matter of what we say, it's how we say it. At this stage of the process, we are translating what we learned in Culture Design and integrating at the individual level to co-create capacity across and throughout the organization.

A few Culture Learning training experiences we will co-create with you:

- Essence Leadership™: Becoming a Conscious and Purpose-Driven Leader (Standard & Customized Training Programs)
- Team Communication™: Inspire Trust, Collaboration and Creativity (Standard & Customized Training Programs)
- Flow Management™: Aligning People, Product, and Process (Standard & Customized Training Programs)
- Culture Leadership™: Creating Human Centered Cultures (Standard & Train the Trainer Program)
- Executive / Leadership Coaching and Development (1:1, Group Masterminding, 360 Leadership Reviews, Leadership Retreats)
- Culture Conversations (Lunch & Learns, 30 Day Learning Bootcamps, Team Retreats)
- Team Assessments: Emergenetics (Brain Science & Behaviors), StrengthsFinder & StandOut (Strengths), and Emotional Intelligence (EQi)

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Every individual is born with a unique profile. When you are aware and grounded in who you are and how you show up in the world, you are more likely to lead a more fulfilling life.

We have researched and experienced first hand many assessments. We have curated the most effective tools that are easy to interpret and can be applied to your day to day immediately. Once your team has completed individual assessments, we will conduct training experiences that will spark meaningful conversations and interactions that will strengthen your team's communication skills. As a result, this program will inspire trust, collaboration and creativity.

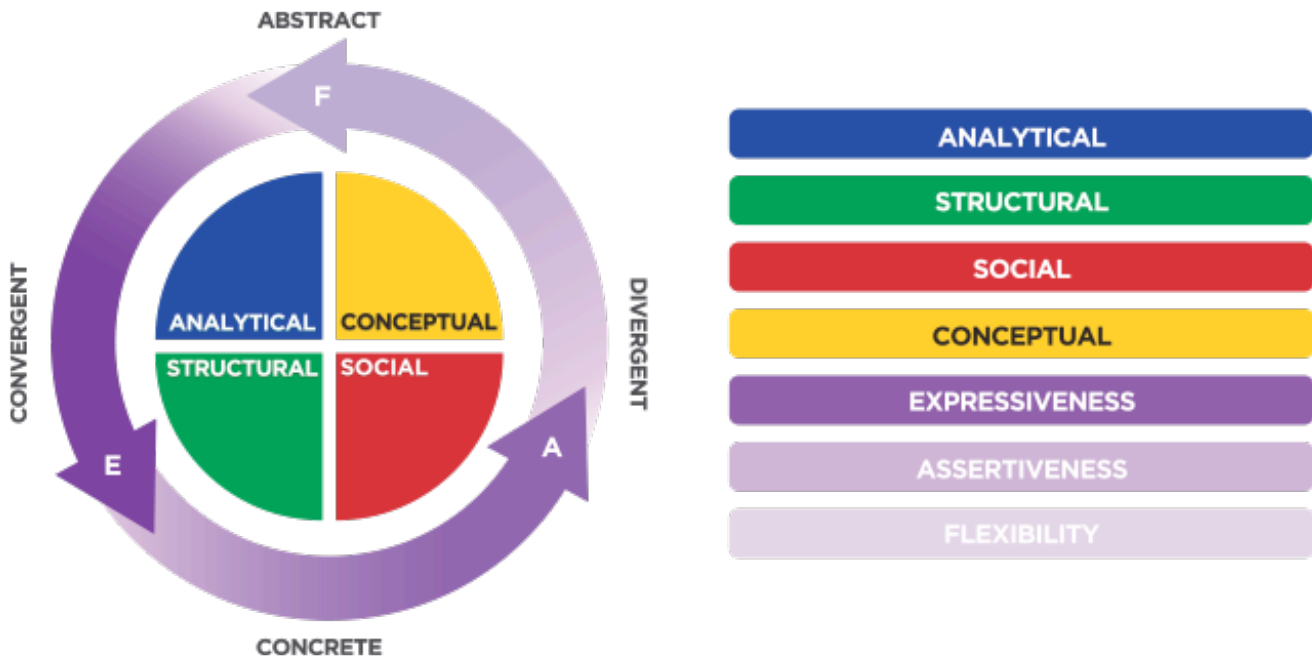
We can also work with your preferred in-house assessments and integrate the learning into our training programs.

## EMERGENETICS

Emergenetics is a measurable, proven way to recognize and apply thinking and behavior patterns people use regularly. They were identified by reviewing research from a wide body of academic literature covering personality, psychology, and neuroscience. These results were then subjected to rigorous statistical analysis.

The Emergenetics training program reveals individual thinking and behavioral preferences through experiential and interactive learning. It's a customizable, results-driven and engaging session focused on communication and how to use Emergenetics for increase self-awareness and building more effective teams.

Developed through years of psychometric research, the Emergenetics Profile accurately measures three behavioral attributes (Expressiveness, Assertiveness, Flexibility) and four thinking attributes (Analytical, Structural, Social, Conceptual). The attributes are represented in a clear, color-coded report, making it memorable and applicable immediately.



## THE SCIENCE BEHIND THE EMERGENETICS PROFILE:

- Meets Standards for Educational and Psychological Testing
- Uses Likert Scale (not forced choice) to measure intensity
- Strong validity and reliability, including test-retest data
- Regular data norming to ensure consistency and accuracy

## KEY LEARNING OUTCOMES

- Understand yourself and others
- Communicate more effectively
- Understand others' perception of you
- Make better decisions
- Value your gifts
- Gain strategies to work more effectively
- Teams discover how to communicate and work more effectively by leveraging their own strengths and harnessing diverse perspectives

The training program can be customized to emphasize specific themes relevant to your group, such as communication, personal and team effectiveness, collaboration, and leadership development.

Our training experiences can be facilitated in a 2 hour, half day or 1 day session and is offered in all our programs.

\*SPARK Creations is a Certified Provider and Facilitator of the Emergenetics Profile.

To learn more, contact [connect@startyourspark.com](mailto:connect@startyourspark.com) or call 604.760.5648.