



Are you taking advantage  
of all **your full potential?**  
We help you **discover it.**

**BZG**  
**Thinking**  
**Styles**  
**Assessment**





**75% of people have an incorrect perception of their natural strengths.** Everyone has certain natural talents that if utilized, can increase the ease of mental performance.

Using and focusing on the wrong energies requires much greater effort, and also complicates the path that leads to satisfaction and fulfillment.

Neuroscience has shown how individuals tend to be most effective and successful when they are valued for the use of their natural abilities.

**The BZG Thinking Styles Assessment** report shows the natural preferences of the individual, and the way in which these have been adapted or diverted in response to the demands of the environment.

The model is based on the theories of **Dr. Carl Gustav Jung**, and is designed to help people feel fuller, to improve their effectiveness, collaborative skills and general well-being- through a **better understanding of their own strengths.**





The **BZG Thinking Styles Assessment** is a tool to detect and explain the natural personality profile of a person (their innate skills and abilities).

Its functionality is to show a person's natural personality profile, according to their thinking preference.

It is the type of dominant thinking, determined by the brain quadrant which naturally is more efficient for him or her. Using this allows for development in the ways they perform activities in amore fluid and natural manner.

It provides information about their natural gifts, diversion patterns, emotional tone, stress level and the level of extraversion - introversion.

**It is the only evaluation that identifies the diversion or adaptation of natural thinking type.**

# 80%

80% OF  
PEOPLE DO NOT  
USE THEIR  
NATURAL  
STRENGTHS IN  
THEIR WORK





## Who can find it most useful?

### TO PEOPLE OF ANY AGE

People who have resigned themselves to do what the environment imposes on them, instead of feeling mobilized or attracted to their true purpose, and who need to discover their true strengths.

It can also help people who find themselves feeling "Disoriented" and feel a need to "reinvent" themselves- relying on those strengths that make them unique.

### TO PROFESSIONALS

People, professionals and leaders who want to improve their labor performance, to help them achieve their professional and business goals, according to their natural talents and motivations, personal and work related.

### TO WORK TEAMS

The Model offers supervisors a format to better understand workers' concerns such as perception, motivation and job satisfaction, as well as a way of effectively addressing team issues, such as achieving goals, cohesion and leadership.





## Some advantages of BTSA

### HOW DOES THE BZG THINKING STYLES ASSESSMENT (BTSA) DIFFER FROM OTHER TESTS THINKING STYLES TESTS?

- You will achieve greater knowledge on how to evaluate different situations and how to act accordingly, which makes it possible to improve communication and relationships in general.
- You will also understand how to experience the state of "flow"; based on the efficient domain of natural strength in the brain, to achieve optimal performance.
- **BTSA does not label people. It does not have good or bad answers. The individual manages to apply the results obtained in his own life in a useful and novel way. It has great impact on the level of awareness, and in the generation of development plans.**
- The BTSA is the only evaluation that allows you to identify the diversion or adaptation of your natural type of natural thinking, allowing you to achieve greater physical and emotional health!
- It allows you to reflect on your own talents and the best way to quickly and effectively improve performance.
- It improves creativity and analytical decision making.
- The BZG assessment is a valid and reliable test since it has the support of more than 29 years of research, with **more than 700 consultants distributed in 34 countries in the world.**

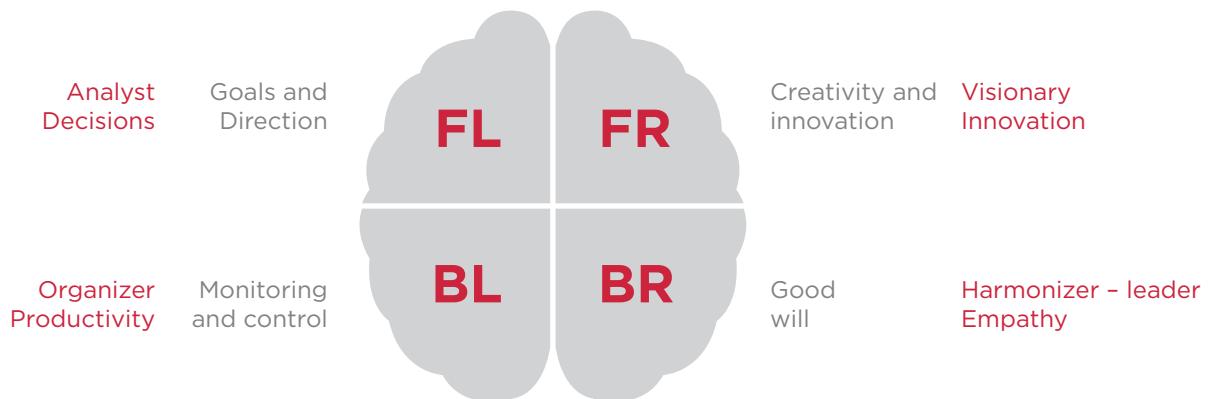




## The 4 types of thinking

The cortex of the human brain has 4 quadrants, and the dominance of a quadrant determines a type of specialized thinking, with its unique and exclusive way of perceiving the world and processing information. Every person has one of these quadrants as dominant, a type of dominant thinking, which is naturally more efficient.

Detecting which is the individual's dominant type of thinking serves to increase their productivity in the fields where it is naturally more efficient to utilize it.





## What is the falsification of type?

A person's natural thinking style can be eclipsed or invalidated by the pressures of the environment. This is the term chosen by Dr. Carl Gustav Jung to designate any situation in which an individual has ignored or denied their type or natural preference with excessive assiduity and persistence, in favor of a mode or function modeled, accepted and rewarded for its environment. For Jung, the type was defined by the natural inclination of the individual towards a particular way to see the world and process information.

By developing under a style of thinking that is not your natural, you are forcing your brain to overload, to burn much more energy for hours and hours, day after day.

### COST OF TYPE DEVIATION:

- Increased irritability
- Migraines
- Difficulty in mastering new tasks
- Exhaustion
- Homeostatic imbalance
- Premature aging of the brain
- Vulnerability to diseases
- Self-Rejection
- Anxiety
- Neurosis
- Depression



# 75%

75% OF PEOPLE  
HAVE A PERCEPTION  
WRONG OF HIS  
NATURAL STRENGTHS

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