



Strength Deployment Inventory[®]

**PERSONAL INSIGHTS TO
IMPROVE RELATIONSHIPS**



HEALTHY RELATIONSHIPS DRIVE RESULTS

Workplace relationships are crucial to people’s well being and performance at work. The Strength Deployment Inventory® (SDI®) provides insights about your motives, strengths, and how you experience conflict, to help you improve your relationships—and your results—one interaction at a time.



WHAT IS THE STRENGTH DEPLOYMENT INVENTORY?

The SDI is a personality assessment that provides insights about you and how you relate to others. It measures your motives, how you experience conflict, your strengths, and how your strengths can limit effectiveness when overdone. With these four views, it delivers personalized insights to help you and your teams build trust and form productive relationships.

“When it comes to improving relationships, whose responsibility is it to change? Whoever wants a different result.”

Tim Scudder

Coauthor of the
Strength Deployment Inventory

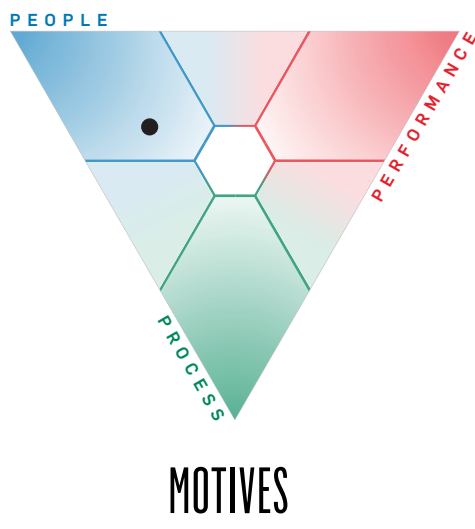
Four Views for Greater Self Awareness

The SDI delivers personal insights along four views: the Motivational Value System, the Conflict Sequence, the Strengths Portrait, and the Overdone Strengths Portrait. These insights help individuals better understand themselves and how they relate to others.

01 THE MOTIVATIONAL VALUE SYSTEM

The Motivational Value System (MVS) describes you when you are at your best. Your MVS dot is charted in one of seven MVS regions on the SDI triangle—indicating the first part of your personality type.

The exact location of your MVS dot reflects the way three primary motives blend in you. Blue, is about people and actively seeking to help others. Red, is about performance and actively seeking opportunities to achieve results. And Green, is about process and actively seeking to establish order.

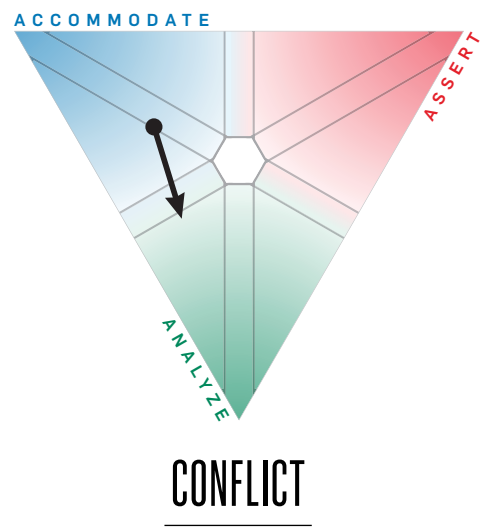


02 THE CONFLICT SEQUENCE

In conflict, our motives take on a different character and show up in a predictable series that we call a Conflict Sequence.

During conflict, the Blue motive is about accommodating others and restoring harmony. The Red motive is about asserting oneself and prevailing over obstacles. And the Green motive is about analyzing the situation and remaining cautious.

The location of the arrowhead indicates the second part of your personality. It reveals the order that your motives change as conflict becomes increasingly severe. Understanding your own and other's Conflict Sequence can help you better resolve conflict.



03 THE STRENGTHS PORTRAIT

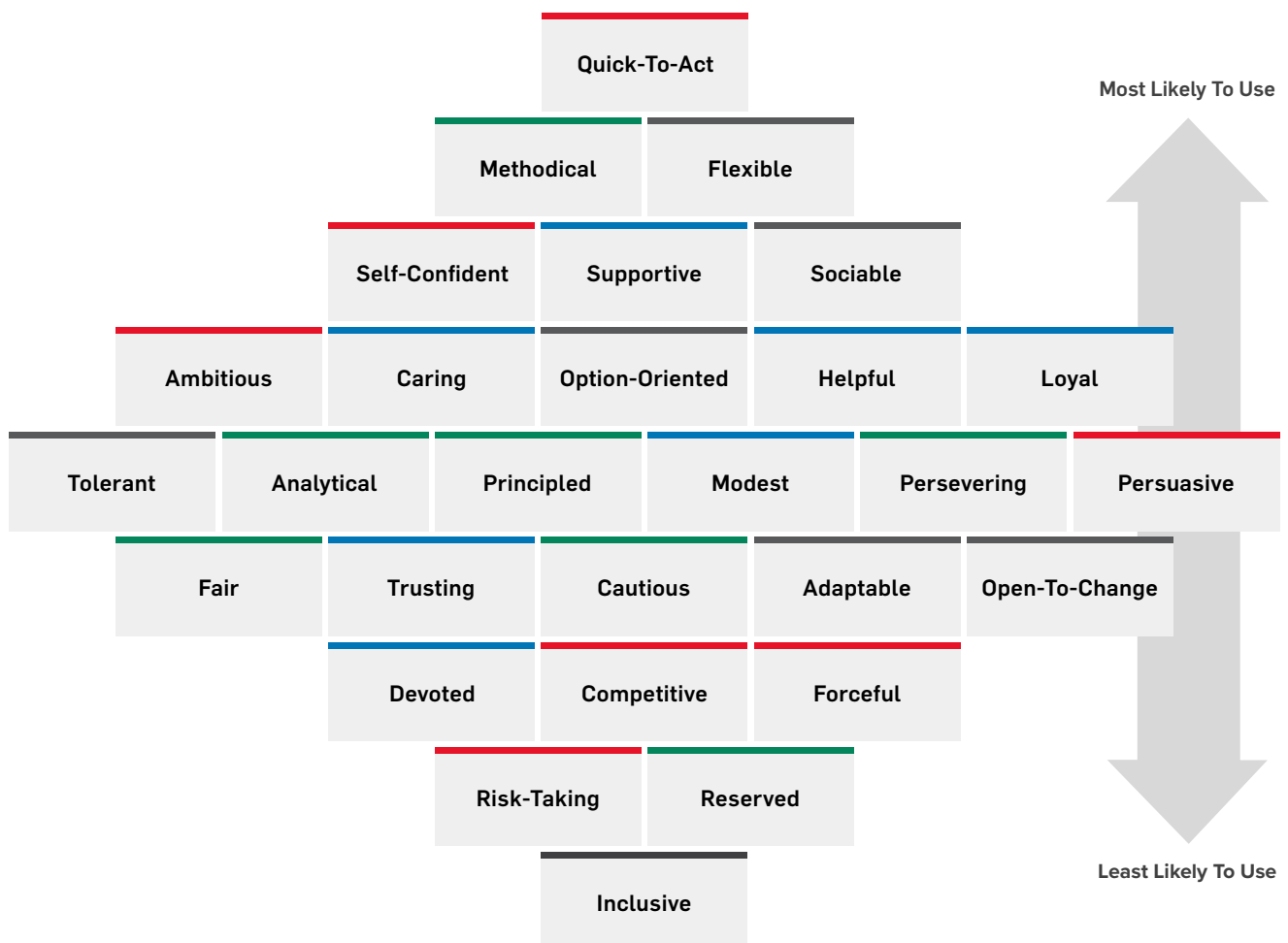
Your assessment results include a Strengths Portrait that tells a story of how you prioritize your strengths when interacting with others at work. They're the behaviors you choose when you are trying to fulfill your motives and generate meaningful outcomes.

Your Strengths Portrait shows how you prioritize twenty-eight strengths in your working relationships. Some strengths energize you. Some don't.

The strengths at the top are frequently used to get results when working with others. You use the middle strengths less often and situationally as needed. And you may be uncomfortable with the strengths at the bottom, or even avoid using them.

The fact that you prioritize some strengths does not limit or define you. Connecting strengths across your portrait to your MVS can help you find a reason to use any strength, one that resonates with your underlying motives. You have a choice.

YOUR STRENGTHS



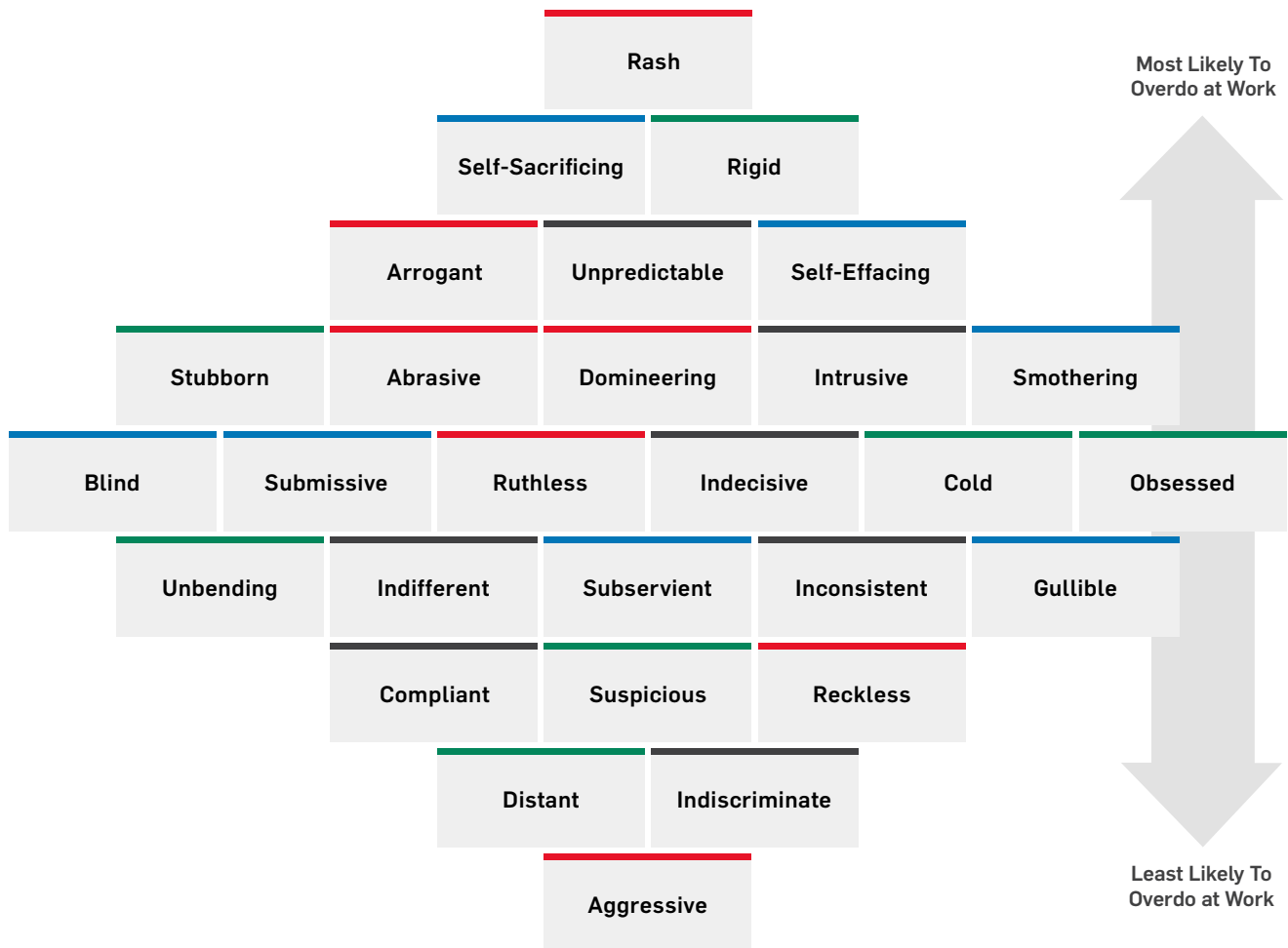
04 THE OVERDONE STRENGTHS PORTRAIT

The SDI also shows the way you can overdo your strengths at work in the Overdone Strengths Portrait. If you use a strength too much or in the wrong context, it may be perceived negatively by others. And when you don't get the expected results, you might try harder with the same strength and good intentions, but end up overdoing it.

Overdone strengths are like good music played too loud. Your intentions are good, but they don't harmonize with others' expectations. This can trigger conflict for others, just as another person's overdone strengths may trigger conflict for you.

You can tone down your overdone strengths by reducing how frequently, long, or intensely you use them. You can also bring other strengths to the table—strengths that might be better suited to the situation or the people involved.

YOUR OVERDONE STRENGTHS



SDI APPLICATIONS

Insights gained from the SDI have many powerful applications for teams and organizations.

TEAM BUILDING

Insights that help people understand their own and their teammates' motives and communication styles. These insights contribute to self-awareness and understanding and can lead to more effective communication, collaboration, and conflict resolution.

LEADERSHIP DEVELOPMENT

Helps leaders identify how they prioritize their strengths and opportunities for growth in communication and conflict resolution—helping leaders better relate with their team and connect people's intrinsic motives to organizational goals.

INDIVIDUAL DEVELOPMENT AND SELF-AWARENESS

Gives individuals a view of their own motives, strengths, and communication preferences. This perspective can increase self-awareness and lead to improved personal and professional relationships.

CONFLICT RESOLUTION AND MEDIATION

Understand the motives and communication styles of those involved in disputes. You can use these insights to identify the sources of the conflict, resolve it, and reconcile relationships.

COACHING AND PERFORMANCE MANAGEMENT

Enables managers to provide more meaningful feedback and coaching. They can use the insights from the SDI to connect performance standards and goals to each person's motives and strengths.

CURRICULUM INTEGRATION

Organizations can easily add the SDI assessment to any existing training program or learning initiative (i.e. onboarding) to improve the effectiveness and application of learning goals.

CHANGE MANAGEMENT

Provides insights that help teams more effectively manage large-scale change efforts by strengthening relationships and improving collaboration during disruption and transition.

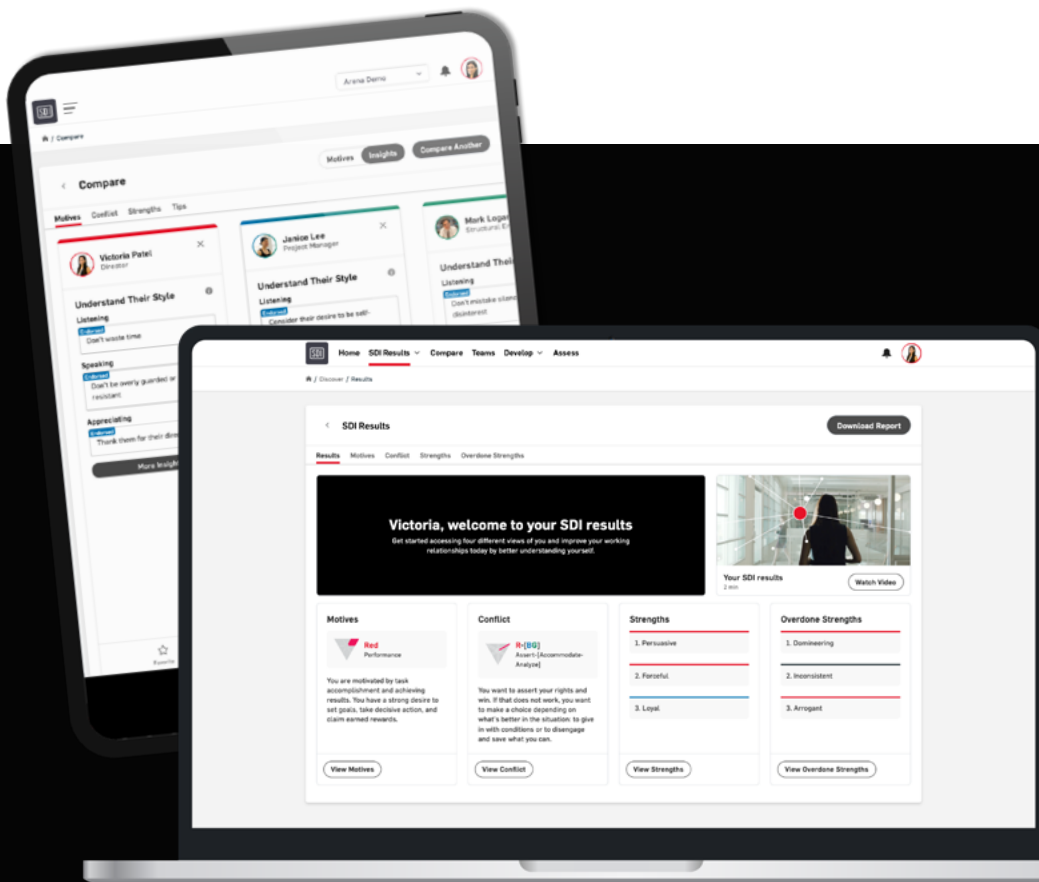
EXPERIENCING THE SDI

The SDI is an engaging online assessment, and learners get their results immediately upon completion. They are guided through an online journey where they see all four views of themselves. Most learners report that the assessment takes between 20 to 30 minutes to complete.

SDI results include a self-paced debrief with personalized videos and text; a robust, downloadable report; and access to additional resources and insights on the SDI Platform.

THE SDI EXPERIENCE OFFERS:

- Individual and team insights
- Insights into personality differences across a team
- Self-paced micro-learning
- Personalized reports and video debriefs



Platform & Mobile App

The SDI Platform provides a clear view of the motives and strengths of each person on a team so they can better collaborate, communicate, and navigate conflict. This relationship intelligence is available on desktop and mobile. Clients may also choose to add unique features like integrations for Microsoft Outlook, Slack, Microsoft Teams, and Zoom so learners can apply insight when they need it most—in the meetings, messages, and conversations that move priorities forward.

On the platform, learners have access to a variety of views and tools to help them apply their insights and improve their results and relationships. Depending on their platform access, they'll find some or all of the following features:

SDI RESULTS

Immediately after taking the SDI, learners receive a personalized self-debrief journey, with videos and content exploring their unique Motivational Value System, Conflict Sequence, Strengths Portrait, and Overdone Strengths Portrait.

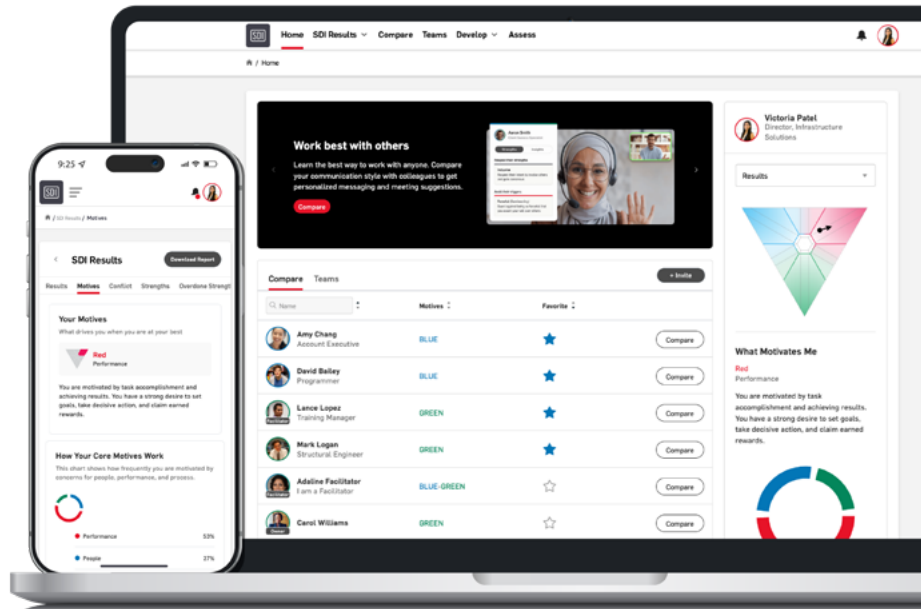
COMPARE

Learners can compare their Motives, Conflict Sequence, and Strengths Portraits with colleagues—giving them custom insights for working more effectively with others.

TEAMS

Teams provides the ability to map group SDI results to better understand team dynamics.

Learners get answers to what motivates a team and how they show up in conflict. They'll understand what strengths they use to get things done and how overdone strengths may trigger conflict within the team.



THE SDI PLATFORM EXPERIENCE OFFERS:

- Enterprise collaboration
- Reinforcement and application of SDI insights
- Analytics to help make sense of the data and how it relates to the organization's culture (available only to account Admins and Owners)

Integrations

Embed SDI insights into the organization's culture and lexicon with our integrations. SDI integrations are available for Microsoft Outlook, Microsoft Teams, Zoom, and Slack.

When you add the SDI integrations to your SDI initiative, people will see their team members' MVS, Conflict Sequence, and Strengths Portrait displayed clearly on screen with tips and insights to improve their collaboration.

When people have a clear view of each other's motives, strengths, and conflict triggers, they can hold more productive meetings and get better results.

THE SDI INTEGRATIONS PROMOTE:

- More effective meetings
- Improved written communication (email, messaging, etc.)
- Adjusted communication styles to build rapport and trust
- Conflict resolution

The image displays two examples of SDI integrations in video conferencing software. The top example is Microsoft Teams, showing a meeting with four participants. A sidebar for 'Maria Fernanda' displays her motives as 'BLUE-GREEN' and 'People-Process', and provides communication tips such as 'Listening'. The bottom example is Zoom, showing a meeting with four participants. A sidebar for 'Jaimee Reddy' displays her motives as 'Conflict' and includes a 'Reacting to conflict' section with a G-B-R conflict sequence diagram. The diagram is a triangle with 'G' at the top, 'B' at the bottom left, and 'R' at the bottom right, with numbers 0, 1, and 2 in various positions. Below the diagram, text explains that people with a G-B-R conflict sequence want to carefully examine the situation if that does not work, they want to defer to other people in the interest of harmony. If that does not work, they may feel compelled to assert themselves, possibly in a confrontational manner.

SDI FACILITATOR CERTIFICATION

Get certified in the SDI to maximize the impact of relationship intelligence in your organization.

By getting certified in the SDI, you'll learn how to deliver the Strength Deployment Inventory® Workshop to guide learners through their results and begin increasing relationship intelligence across your organization. You'll be equipped with the knowledge and skills to facilitate the workshop confidently, navigate the SDI Platform, and tailor your workshops to meet the unique culture and development needs of your organization.

CERTIFICATION COURSE

This interactive certification course is taught by a Crucial Learning Master Trainer. You'll learn how to guide people to:

- Understand themselves and others through the lens of the four views of the SDI.
- Leverage their strengths more effectively—improving performance and decision-making.
- Develop a deeper sense of personal responsibility for achieving results.
- Navigate difficult conflict situations that inhibit effective communication.

FACILITATOR RESOURCES

As an SDI certified facilitator, you'll receive:

- Personal SDI assessment
- Facilitator Guide (printed and digital)
- 3.5-hour SDI workshop presentation slides
- Flexible slide resources to tailor workshops
- *Working with SDI* book
- 12-week onboarding email series
- Facilitator access to the SDI Platform
- Access to Certification Zone for additional facilitator resources

The collage illustrates the SDI facilitator resources. On the left, a laptop displays the SDI Platform interface for the 'Marketing Team', showing a 'Strength Distribution' chart and a list of team members with their scores. In the center, a presentation slide titled 'YOUR MY-GEOMET' is shown with a 0:22 2 mins timer. On the right, a spiral-bound notebook displays a slide titled 'BLUE' with a 0:27 5 mins timer. The notebook slide includes a diagram of the SDI model and a transition prompt: 'Transition: "Let's hear from the spokesperson for the Red MVS group."'.

How to Implement the SDI

Choose from several implementation options to bring the SDI assessment and workshop to your organization to build relationships intelligence for higher levels of trust, commitment, and results through stronger working relationships.



CERTIFICATION

Bring the SDI workshop to your organization as a certified facilitator in the SDI. Certification prepares facilitators with the skills to lead the standard SDI workshop, tailor the learning experience to meet organizational applications, and master the SDI Platform for engaging sessions.



PRIVATE FACILITATION

Bring in an SDI master trainer to your team or organization to experience the SDI workshop tailored to your audience and learning goals.



THE STRENGTH DEPLOYMENT INVENTORY® WORKSHOP

A powerful way to implement the SDI across your organization through a facilitated, insight-rich learning experience. In this 3.5-hour session, learners explore their Motivational Value System (MVS), Conflict Sequence, Strengths, and Overdone Strengths to better understand themselves and others. Designed for learners at all levels, the workshop combines reflection, engaging activities, and group discussion to strengthen self-awareness, improve communication, and support healthier, more productive working relationships.



CRUCIAL TEAMS COURSE

One of the most popular applications of the SDI is for team effectiveness. If you are looking for a structured course for the SDI application, consider Crucial Teams. This course focuses on team effectiveness and incorporates the insights from the SDI, as well as skills to build understanding and awareness of others on the team, to move the team to more effective levels of collaboration and teamwork. Become a certified trainer in this course to get started.

TRUSTED BY



facebook

ConocoPhillips



Johnson & Johnson

BOEING®



JPMORGAN CHASE & Co.



Founded On Practical Theory and Social Science

The Strength Deployment Inventory stands on the foundation of practical application, scholarship, and research that began with Elias Porter's introduction of the SDI in 1971 and publication of Relationship Awareness Theory. The theory has roots in psychoanalytic work of Erich Fromm and Karen Horney. Porter was a peer of Carl Rogers and helped to develop Client-Centered Therapy.

For a complete overview of the research and methodology, [check out this article](#) by current SDI author and researcher, Tim Scudder, PhD.



GLOBAL IMPACT

The SDI has improved relationships in organizations around the globe. Join us to make the world a better place, where human beings can be great at being human.

**EXPERIENCED
BY MORE THAN
5,000,000
PEOPLE**

**EXPERIENCED
BY MORE
THAN 50,000
ORGANIZATIONS**

**ADMINISTERED
BY MORE
THAN 14,000
CERTIFIED
FACILITATORS**

**AVAILABLE IN
14 LANGUAGES**

THE CRUCIAL LEARNING SUITE

The Strength Deployment Inventory is a powerful tool in the Crucial Learning family of learning solutions and talent development tools. These solutions help organizations build healthy and high-performance cultures that spur flawless execution and consistent innovation.

COURSES



Crucial Conversations.
FOR MASTERING DIALOGUE



Crucial Conversations.
FOR ACCOUNTABILITY



Getting Things Done.



The Power of Habit™



Crucial Teams.



Crucial Influence.

ASSESSMENT



Strength Deployment Inventory.



Strength
Deployment
Inventory®

TAKE THE NEXT STEP

Bring the SDI to your organization today and discover the power of relationship intelligence.

Call 1.800.449.5989 or visit us at CrucialLearning.com.

ABOUT CRUCIAL LEARNING

Crucial Learning improves the world by helping people improve themselves, their teams, and their organizations. By combining social science research with innovative instructional design, we create flexible learning experiences that teach proven skills for solving life's most stubborn personal, interpersonal, and organizational problems. We offer courses in communication, performance, and leadership, focusing on behaviors that have a disproportionate impact on outcomes, and an assessment that helps individuals and teams form productive relationships. Our award-winning courses, assessments, and bestselling books include Crucial Conversations® for Mastering Dialogue, Crucial Conversations® for Accountability, Crucial Influence®, The Power of Habit™, Getting Things Done®, Crucial Teams®, and the Strength Deployment Inventory®. Together they have helped millions achieve better relationships and results, and nearly half of the Forbes Global 2000 have drawn on these solutions to improve organizational health and performance. CrucialLearning.com

