



GUIDE CERTIFICATION

Become a Guide with The World of Difference

For trainers, coaches and HR professionals
who truly want to create movement in people



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“MapsTell makes it simple to explore how behavior shifts depending on context at work, at home or in a specific situation.”

- Marja | MapsTell Guide since 2016

RECOGNIZABLE

Does This Sound Familiar?

You work with people. With teams. With development. Because you want to create movement not just provide insight, but generate real impact.

Often, that already works well. And sometimes you sense there is more possible. During a session, there is recognition. Energy. Momentum. But once people return to daily practice, familiar patterns quietly re-emerge.

Conversations about behavior and differences stay general or become just slightly too personal, causing people to hold back. You are looking for a way of working that makes behavior and team dynamics literally visible and tangible.

Accessible in form. Yet capable of going deep. An approach that invites curiosity. Gives language to what is happening. And helps people move step by step.

Because experiential learning sticks. And it withstands “the rush of the day.”

If this resonates with you, becoming a Guide with **The World of Difference** is worth exploring.



MISSION

Our Mission: Contributing to a World of Understanding

1000+
Guides
active
in 12
countries

Our mission is to contribute to a world in which people understand themselves better, connect more quickly and align more easily at home, at school and at work.

At MapsTell, we believe differences are valuable. When you learn to see them, name them and leverage them, collaboration becomes richer and more human. That is why we create tools that do not remain theory. They create real movement. We want people not only to understand but to act. In a safe setting. With clear language.

In a format that invites exploration. From this conviction, we developed The World of Difference and PersonalMapping: a visual and psychologically safe playing field where behavior can be explored and conversations emerge naturally.





4 CORE INSIGHTS

What Does It Mean to Be a Guide?

01

You Create Space

Becoming a Guide does not mean you are the one with the answers. It means you create space and clear the path, so participants and teams can explore and discover their own insights.

02

You Strengthen Your Craft

With The World of Difference, you add a powerful experiential field to your professional toolkit. Without judgment, you make patterns visible. Participants step into each other's worlds and experience what context does to behavior.

03

You Facilitate Experiential Learning

Your work becomes lighter and more powerful. You guide the journey. The group takes greater ownership. Impact increases, because participants don't just talk about change they experience what it can look like.

04

You Deepen Your Professional Impact

Becoming a Guide is a professional deepening. A way of working that fits trainers and coaches who want to create genuine movement or participants and for their clients.





EXPERIENCE

How You Work as a Guide

As a Guide, you work experientially. You invite people to step into The World of Difference to explore, choose routes and meet each other there. Not by placing people in boxes, but by giving them space.

You work with PersonalMapping and The World of Difference as powerful instruments in your facilitation. The map opens a world of possibilities: You explore different routes. Select fitting interventions. And continuously tune into what this team in this moment needs. You guide the process. Participants create meaning.

They discover where their preferred behavior lies, what they encounter in others, and which small step can already make a difference. Movement arises not imposed from the outside, but emerging from within.



“The combination of imagery, language and metaphors makes MapsTell more accessible and creates deeper experiential possibilities.”

– Martijn | MapsTell Guide since 2015



THE METHOD

The World of Difference: Your Methodology



The model underlying all our products is called The World of Difference. As a Guide, you work with two core instruments within this model:

- **The PersonalMap**
- The World of Difference **Floor Map**

A crucial distinction: A person's position on the map, one of sixteen types, forms their Personal-Map. It is not a box. It is a starting point. From there, the world opens up. Space emerges to move, to explore, to experiment with other perspectives.

Many trainers and coaches begin with knowledge. You learn a model. You provide language. You explain. There is nothing wrong with that. But behavior cannot be captured in a single explanation. Behavior shifts with context. With pressure. With psychological safety. With group dynamics. With what just happened in the meeting. With who is sitting across from you. Becoming a Guide with The World of Difference means: Less explaining. More facilitating experience.

How Is a PersonalMap Created?

At MapsTell, we literally map behavioral preference not to label people, but to create space for meaningful conversations. The PersonalMap is based on a concise yet powerful questionnaire consisting of 24 blocks, each containing four statements linked to the four behavioral realms: Decisive, Influential, Stable and Conscientious

Within each block, participants indicate what fits them most and what fits them least. This forced-choice format ensures that a recognizable and consistent pattern of behavioral preferences emerges. Based on these selections, the algorithm calculates percentage scores, comparing responses to a reference group of over 10,000 respondents. The

language used in the questionnaire directly reappears in the map of The World of Difference. That alignment ensures we measure what we actually work with: Visible. Recognizable. Practical behavior.

Reliability

The algorithm is updated annually based on new data. We monitor reliability using Cronbach's Alpha, a statistical measure of internal consistency. Our scores range between 0.80 and 0.90, indicating strong reliability.

The PersonalMap is not a personality report. It is a behavioral conversation profile. Designed to help people understand themselves and others more clearly and to move through The World of Difference with greater awareness.



Stop explaining, start exploring

As a Guide, you facilitate three layers of exploration. Not to remain in stereotypes but to create space for nuance. And that is exactly what many teams and organizations are looking for today. Not labels. Insight that leads to impact.

Acknowledging Behavior — Me

How do I approach things? How do I respond?
How do I experience situations?

Recognizing Behavior — You

What do I observe in you? What stands out?
What effect does that have on me?

Exploring Behavior — Us

What happens between us? What is the dynamic? What do we need?



USE CASES

What It Delivers in Practice

Becoming a Guide immediately strengthens your work across a wide range of assignments. The **floor map** and **PersonalMaps** provide virtually limitless possibilities in facilitating individuals and teams.



Team Development

Teams rarely get stuck on content. Tension almost always arises around behavior. Pace. Expectations. Assumptions. Communication. Where are we as a team on the map? And in relation to each other? As a Guide, you make these differences visible without judgment enabling constructive dialogue.



Leadership Development

Leadership requires flexibility. What works for one person may create resistance in another. As a Guide, you help leaders recognize their preferred behavior and literally step into the world of their colleagues.

“Instead of labeling someone with one or two letters, MapSTell uses a language everyone understands.”

– Dr. Amy Holcombe, Dean, Stout School of Education,
High Point University (USA)



Feedback & Accountability Culture

Many organizations aspire to an open feedback culture but struggle in practice. The World of Difference provides a shared language that normalizes feedback. Feedback is connected to behavior on the map — not to the person. This lowers barriers and increases willingness to speak up.



Coaching & Personal Development

In coaching trajectories, The World of Difference helps individuals recognize themselves without being boxed in. Using language and metaphors from the map, they reflect on their behavior and chart a route forward.

Your Advantages as a Guide

Being a Guide sets you apart.

You work with a method that is:

- + Visual and accessible
- + Professionally substantiated
- + Flexible to your personal style
- + Unique in the market
- + Designed for lasting impact

For clients, you are more than a trainer.

You bring together language, experience and movement.

As a certified Guide, we support you with:

- + Personal Guide Support from our team
- + Access to GuideJourney an extensive online platform with videos, exercises and e-learning
- + Your personal Dashboard for managing questionnaires, materials and downloads
- + Access to the Guide Academy for advanced training
- + Invitations to MapsTell World Days; knowledge deepening and international networking





THE PROCESS

How to become a Guide?

Becoming a Guide is a meaningful step in your professional development. The certification journey is designed to help you work with The World of Difference in a way that fits your own practice, audience, and ambitions. The **Guide Certification** is an practical and accessible online program that helps you build confidence, understand the method, and start applying it in your own work.

2 steps:



STEP 1

Book your Discovery Call

Becoming a Guide starts with personal contact. In a short discovery call, we'll get acquainted and explore together how The World of Difference fits your practice, target audience, and ambitions. No heavy intake, just a thoughtful conversation. This way, you can confidently assess whether it aligns with your way of working.



STEP 2

Online Guide Certification

The certification is **delivered fully online** through a practical virtual program with live sessions, self-paced learning, and ongoing support.

3 live virtual sessions

Learn to apply the method, practice with real cases, and ask your questions.

Self-paced e-learning

Short modules that help you build a solid foundation at your **own pace**.

GuideJourney

Your personal online hub with materials, templates, exercises, and step-by-step videos for facilitating with **The World of Difference** floor map. That way, you're supported during the program and beyond.



OVERVIEW

What you learn during certification

The Guide Certification gives you a solid foundation for using The World of Difference in coaching, training, leadership, and team development.

E-learning covers:

- The World of Difference
- PersonalMapping
- The map metaphor
- DISC as the foundation
- The didactic principles behind the method

Live virtual sessions focus on:

- Introducing and explaining the method
- Practicing with PersonalMapping
- Facilitating with the floor map
- Exploring behavioral dynamics
- Applying the method to your own cases

The program is practical and experiential, helping you build confidence in using the method with others. **After certification, you are officially certified as a Guide** and keep access to Guide-Journey, your online hub with videos, templates, exercises, and support materials.

You'll also have access to:

- Support from our team
- Your online Dashboard
- The Guide Academy
- MapsTell events and knowledge-sharing moments





INVESTMENT

Investment & License model: start with clarity, grow with flexibility

The investment to become a Guide with **The World of Difference** is built transparently and designed to support the way you work and grow. The certification consists of a one-time investment, followed by a license model that gives you flexibility in practice. This structure follows the same logic as the current brochure's investment and license model, with Flex and Pro remaining in place.

One-time investment

Your initial investment includes the **Guide Certification**. After certification, you work with:

The **World of Difference floor map**

PersonalMap (personal profile map and report)

These materials are purchased through credits in your personal online Dashboard, so you stay in control of usage and costs.

The license model: flexible or structural

You choose the license that fits your practice:

Flex License

Do you work on a smaller scale, or do you want to explore first?

With the Flex License, you pay no fixed annual fee and only purchase what you use. You have full access to The World of Difference, with no ongoing commitment.

Pro License

Do you work with The World of Difference on a regular basis? Then the Pro License offers extra value.

With an annual fee, you benefit from lower rates per PersonalMap.

You can switch between Pro and Flex annually, so your license moves with your practice, volume, and ambitions.

Investment overview (excl. VAT)*

Certification (one-time)

Guide Certification	€ 1.000
World of Difference Floor Map	€ 350

License (annual)

PRO License	€ 500
FLEX License	€ 0

PersonalMap pricing (usage-based)

PersonalMap with PRO License	€ 69
PersonalMap with FLEX License	€ 99

* We will invoice in your local currency

** Based on PRO License

LAUNCH OFFER

For active DISC users:
buy 15 PersonalMaps
and become MapsTell
certified for FREE.
(€1,000 value)**



YOUR JOURNEY

After Certification: Your Journey Begins



GuideJourney Platform

Includes:

- + **Facilitation formats** and **exercises** developed by experienced Guides
- + **E-learnings** and **advanced modules**
- + **Instructional videos** with **examples** and **tips**
- + **Presentations** and **supporting training materials**



Once you complete your certification, you officially become a Guide.

And that is where it truly begins.

To ensure a confident start, we invite you to a Flying Start Session.

In this online session, we guide you step-by-step through the Dashboard:

- + Creating and sending questionnaires
- + Downloading PersonalMaps
- + Managing materials

Practical. Clear. Immediately applicable.

GuideJourney Platform

You gain access to GuideJourney, your online development environment.

It includes:

- + Facilitation formats and exercises developed by experienced Guides
- + E-learnings and advanced modules

- + Instructional videos with examples and tips
- + Presentations and supporting training materials

GuideJourney evolves continuously.

New insights, applications and tools are regularly added.

International Community

You are never alone. We regularly bring Guides together in live and digital events:

- + **World Days**, international gatherings of Guides
- + **Guide Academy trainings**, thematic deep dives
- + **Masterclasses**, where Guides share their expertise

You become part of an **international professional community** where knowledge is shared and experience exchanged. And where you continue to grow.



BROADER MISSION

Help tomorrow's generation take a step forward too



#GenerationEmpathy

> The floor mat from A World to Discover. MapsTell's youth programme #GenerationEmpathy. Adapted in imagery and language for a younger audience, simpler than The World of Difference.

Our mission doesn't stop at adults

With A World to Discover, we also give young people aged 12 to 18 an early look at themselves and each other: at home, at school, on the sports team. No questionnaire, no profile: young people step onto the floor mat together and discover, through conversation, how behaviour works.

We're not building this alone

Guides play a leading role from the very start: they get the conversations going and make behaviour easy to talk about, just as they already do within The World of Difference.

The only way to become part of **#GenerationEmpathy** is through the YoungTalent Guide certification. This certification is only available as a follow-up training to The World of Difference. #GenerationEmpathy is a movement with its own tool, aimed at a different audience. This is how you help build a generation that learns early on to understand themselves and each other better.

Curious? Ask about it during your exploration call. We'd love to tell you how you can join #GenerationEmpathy.



EXPLORE

Take the First Step: The Exploration Call

You might be thinking: This sounds interesting but is it right for me? A logical question.

Becoming a Guide does not start with a decision. It starts with exploration.

During the exploration call, we look at your practice:

- + Who do you work with?
- + What challenges do you encounter?
- + Where do you want to create greater impact?

You do not need to prepare anything.

It is an open, practical conversation in which we explore together whether working with The World of Difference fits your way of working.

There is space for all your questions.

If, after that conversation, you feel this is your next step — we look forward to welcoming you to the certification training.

You can schedule your video exploration call directly in the calendar of our Guide Support team.



**“The best part of my work?
The personal connection
with Guides from all over
the world.”**

– Rachel | Guide Support



Schedule Exploration Call



CREATING A WORLD OF UNDERSTANDING

