SDI
Strength Deployment Inventory®

PERSONAL INSIGHTS TO IMPROVE RELATIONSHIPS

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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, Strengths, and Overdone Strengths. 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 logical order and self-reliance.
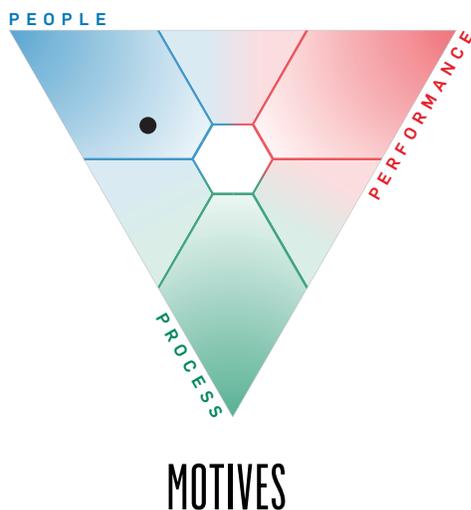
02 THE CONFLICT SEQUENCE

In conflict, our motives take on a different character and show up in a predictable series of changes 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 conserving resources.

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.

MOTIVES

CONFLICTS

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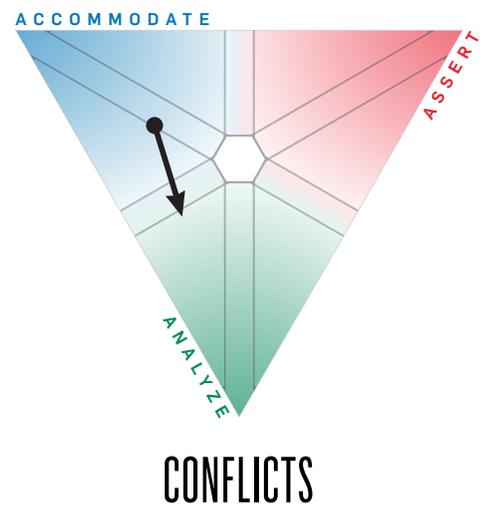
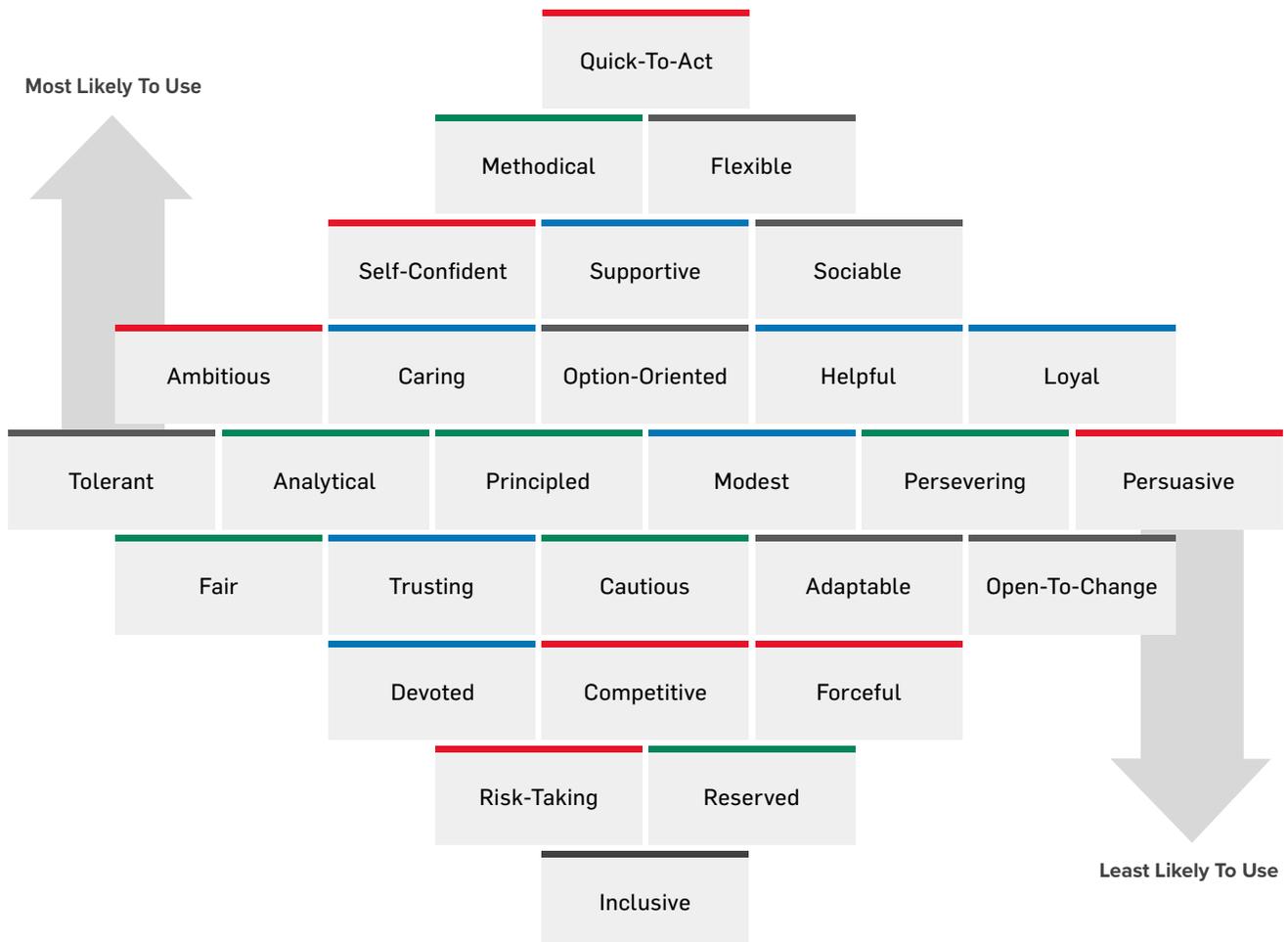## 03 STRENGTHS WORK BEST WHEN THEY STRENGTHEN RELATIONSHIPS

Your assessment results include a Strengths Portrait that tells a story of how you use your strengths when interacting with others. 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 28 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

Most Likely To Use ↑

		Quick-To-Act		
Methodical	Flexible		
Self-Confident	Supportive	Sociable
Ambitious	Caring	Option-Oriented	Helpful	Loyal
Tolerant	Analytical	Principled	Modest	Persevering	Persuasive
Fair	Trusting	Cautious	Adaptable	Open-To-Change
Devoted	Competitive	Forceful
Risk-Taking	Reserved
Inclusive

Least Likely To Use ↓
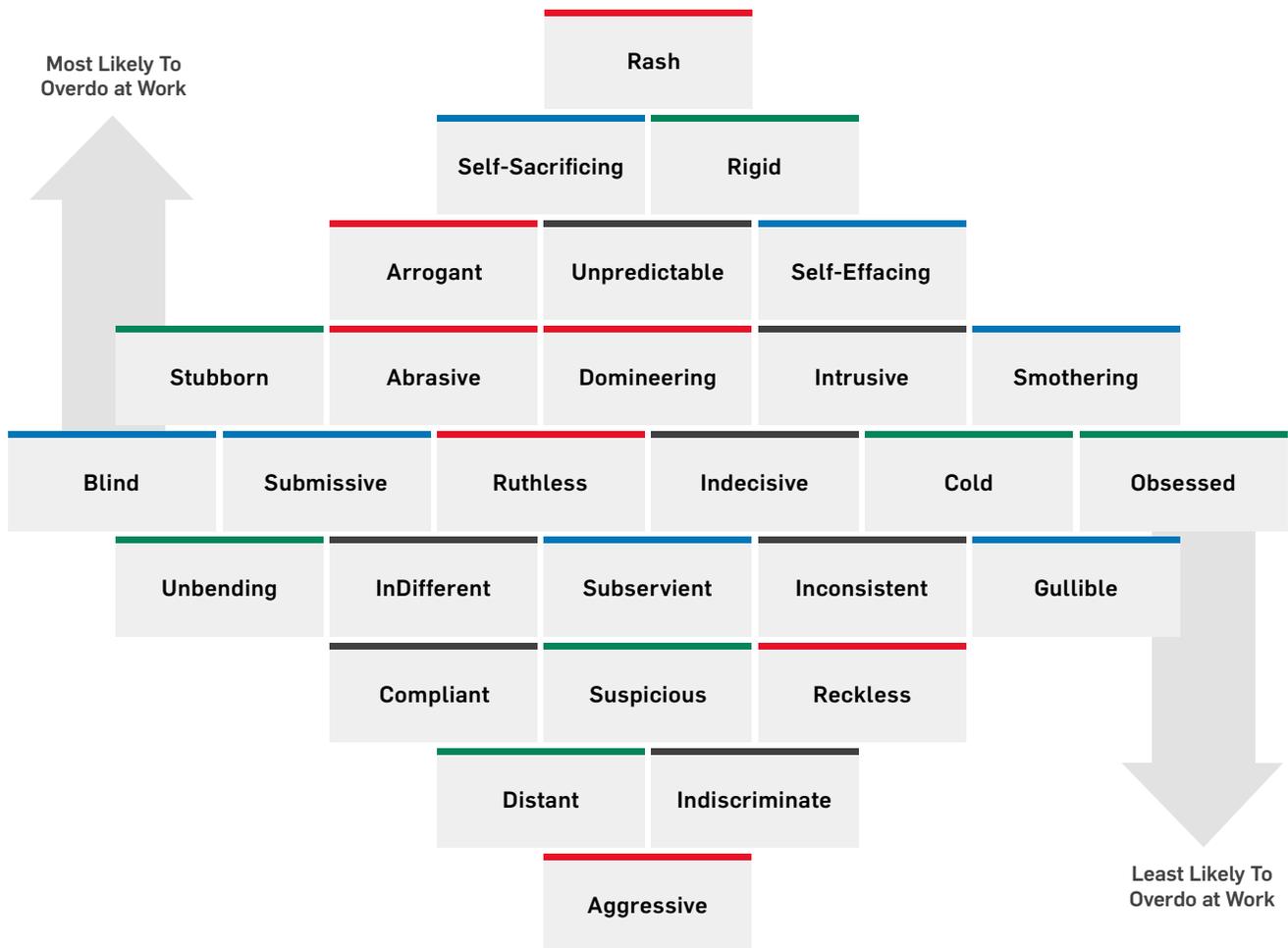
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04 THE OVERDONE STRENGTHS PORTRAIT

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 won't work as intended. 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

Most Likely To Overdo at Work

Rash

Self-Sacrificing | Rigid

Arrogant | Unpredictable | Self-Effacing

Stubborn | Abrasive | Domineering | Intrusive | Smothering

Blind | Submissive | Ruthless | Indecisive | Cold | Obsessed

Unbending | InDifferent | Subservient | Inconsistent | Gullible

Compliant | Suspicious | Reckless

Distant | Indiscriminate

Aggressive

Least Likely To Overdo at Work

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SDI APPLICATIONS

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

TEAM BUILDING

SDI insights 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

The SDI can help 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

The SDI 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

The SDI can help you 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.

DIVERSITY, EQUITY, INCLUSION, AND BELONGING

It's one thing to include people, but it's another to appreciate them. It's one thing to give everyone a voice, it's another to listen. The SDI helps people see and understand the diversity of personality types.

COACHING AND PERFORMANCE MANAGEMENT

The SDI can help managers 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

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

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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 gives teams a clear view of the motives and strengths of each person on their 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 users 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:

DISCOVER
Immediately after taking the SDI, learners receive a personalized self-debrief journey, with videos and content exploring their unique Motives, Conflict Sequence, and Strengths Portraits.

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

TEAMS
Map the Motives and Conflict Sequences of team members to see a composite Strengths Portrait for the entire team. These interactive features help the team to adjust communication styles, step up to tough conversations, present ideas, and disagree without creating conflict.
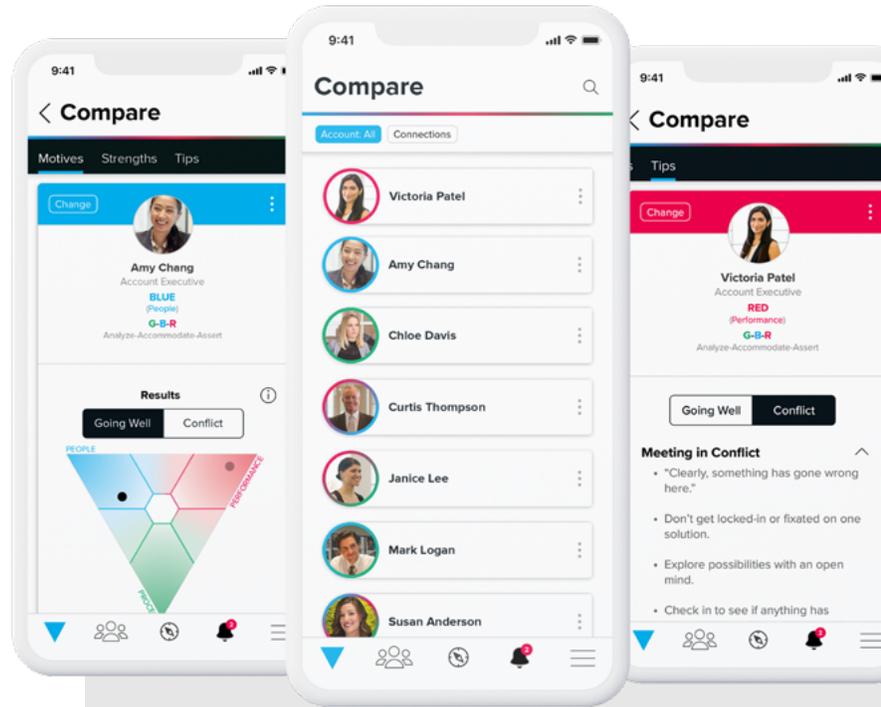
THE SDI EXPERIENCE OFFERS:

- 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)
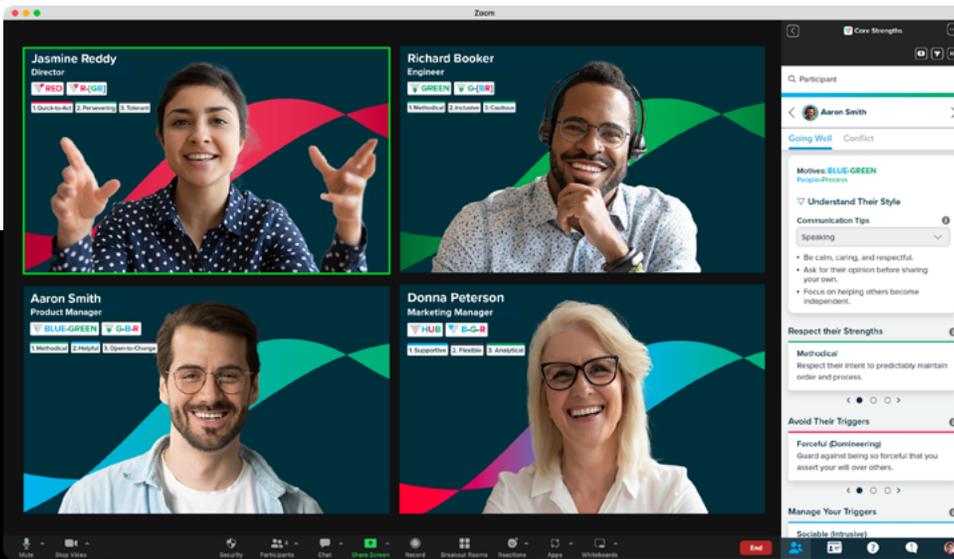
Integrations

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 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.
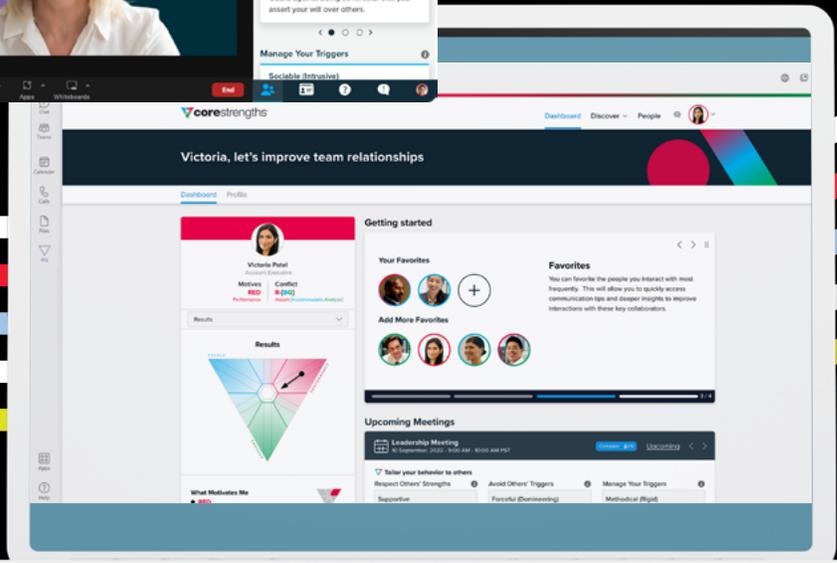
THE SDI INTEGRATIONS PROMOTE:

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

Zoom

Microsoft Teams

SDI 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 help individuals and teams implement their SDI insights, while also meeting the unique culture and training needs of your organization. You'll be equipped with the knowledge and skills to lead discussions with individuals and groups on their SDI results.

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)
- Job Aids
- *Working with SDI* book
- Six-week skill-building email series
- Access to the SDI platform for leading 1:1 and group discussions
- Access to Certification Zone for additional facilitator resources

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How to Implement the SDI

Choose from several implementation options for ensuring the SDI insights improve individual, team, and organizational results.

CERTIFICATION

The SDI Certification course prepares facilitators with the skills and insight to lead productive and valuable discussions with individuals and groups about their SDI results.
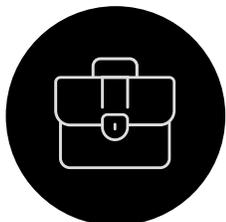
PRIVATE FACILITATION

Bring in a SDI master trainer to your team or organization for a tailored learning experience.

Your master trainer can lead a team discussion to help individuals understand their SDI insights as well as the synergies and potential conflict triggers that exist with their coworkers.

CRUCIAL TEAMS COURSE *(Coming 2025)*

Are you considering bringing a course that leverages the SDI insights to your organization? Crucial Teams 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.

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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.

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

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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.
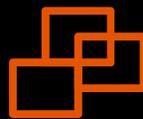
COURSES

Crucial Conversations®
FOR MASTERING DIALOGUE

Crucial Conversations®
FOR ACCOUNTABILITY

The Power of Habit™

Getting Things Done®

Crucial Influence®

ASSESSMENT

SDI **Strength Deployment Inventory®**

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TAKE THE NEXT STEP

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

Call +33(0)388666670 or visit us at axelperformance.com.

ABOUT CRUCIAL LEARNING

Crucial Learning improves the world by helping people improve themselves. 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®, *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*