



# DI Premium Feedback Guide for Facilitators

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## Introduction

### What is DI Premium?

Diversity Icebreaker (DI) Premium is an add-on feature available only with the online version of the questionnaire. It consists of an extended feedback based on one's personal scores on Red, Blue, and Green, and generic information about the colour's application in different contexts (team, communication, leadership, etc.).

### Can Premium be used in the standard DI workshop?

Yes, you can give the participants access to Premium content at the very end of the workshop, meaning that you can facilitate a standard DI-workshop as usual.

### Why should I use Premium?

Premium feature can complement and add value to follow-up activities after a DI-workshop. It is also suited for individual

work without the workshop. You can also use it to bring up to speed new team members or those who could not participate in the workshop. It provides a more holistic and deeper understanding of one's profile, which is relevant for personal development as well as interacting with others.

### What are the advantages of Premium?

The Premium feedback:

- presents a **more integrated approach** to one's scores; it emphasizes nuances and flexibility by taking into consideration one's primary, but also secondary and tertiary preference
- prompts to reflect and assume a **meta-perspective** about one's contributions, challenges, and behaviour in relation to collaboration, decision making, and change processes
- suggests **practical tips** for how to use one's strengths as well as how to be more aware of one's possible pitfalls when interacting with others
- **balances focus** on oneself and others in self-development
- covers various "**blind zones**" of the colours, allowing participants a more critical perspective on one's primary preferences (esp. seen from others' perspective when they are "too much")
- can be a **better alternative with smaller groups**, where it is not possible to create big enough one-colour break-out groups; the Premium feedback provides more source material for discussion

# Practical information

## Free demo

As you are a facilitator, we recommend you to first use the free demo link to get your own personal profile and familiarize yourself with Premium content. You will find the demo link in the e-mail together with the test link you purchased.

## How do the participants access Premium feedback?

### 1. Standard DI workshop

Normally, when ordering DI for a group, the Premium add-on comes with PIN-code. The Premium content is then accessible only when you share a 4-digit PIN-code with the participants. This code is unique for your group and works for all participants (providing they use the same questionnaire link). With this feature you can time access to the Premium content to the very end of the workshop, or even later, and thus keep participants' focus on interaction and collective learning during the workshop itself.

#### **NOTE – remember to get the profile by e-mail/SMS!**

*It is especially important with this alternative that the participants save their profiles by using the “Send scores” feature at the end of the questionnaire.*

*In this way they can always access their profile via the link they receive and access Premium content even after closing the browser. If they skip sending themselves the profile and close the browser, there is no way to retrieve their profile.*

Send scores

Get your scores by SMS and/or e-mail

+ Phone number

Email address

Send

### 2. Individual use

If you have specifically requested Premium without a PIN code when ordering, the Premium content is available immediately after you have filled in the questionnaire. Such immediate access is practical in coaching, as a part of employee training (e.g., in continuous onboarding programs), or for getting a participant who missed the workshop up to speed after.

It can also be used when conducting non-standard DI workshops e.g., when you want the participants to be familiar with the meaning of the colours and/or reflect on their profile or about a specific topic, before the workshop (more below).

NOTE: It is also recommended here that the participants save their profiles by using the abovementioned SMS/e-mail feature, for the same reason.

## What are the contents in Premium and how is it generated?

**1. The first part** of the feedback (including “Profile report”, “Tips, statistics etc.”, and “Social Learning”) is personalised and based on one’s actual scores. It is based on that most people have a clear primary and a secondary preference, with the latter often significantly influencing the first in how we think and behave. It also considers the third preference, which has a lesser influence.

This part describes how a ‘typical’ person with e.g., a RED-Blue profile behaves in different work-related contexts; what can be their strengths and challenges; how they could seek learning related to their third colour, and more.

The feedback is not entirely unique for each person: it is assigned from a generic pool of the possible colour profile-combinations i.e., a person scoring 65 Blue, 50 Red, and 35 Green will receive the same feedback as one scoring 80 Blue, 60 Red, and 10 Green.

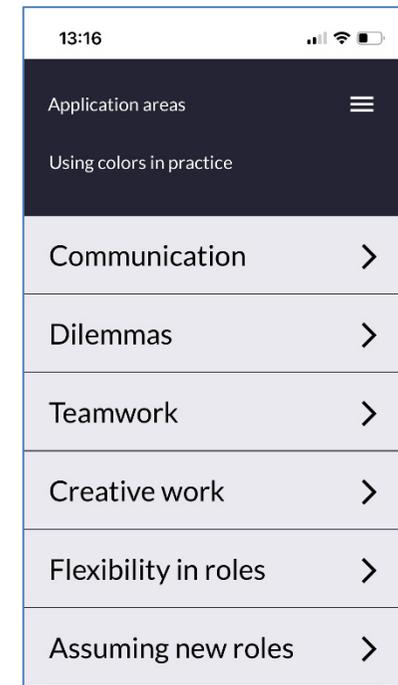
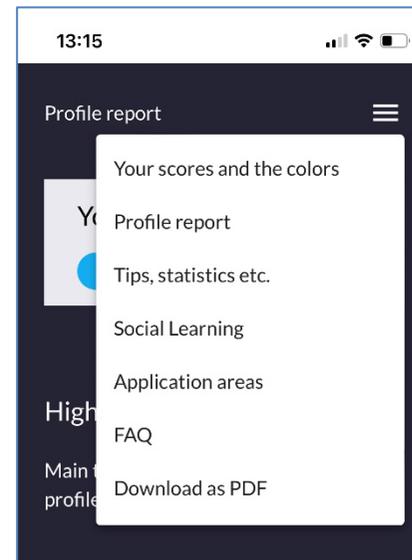
Partly because of this, as well as the fact that all psychological profiles are limited in precision, the participants are encouraged throughout the text to reflect and be aware that not everything in the feedback will fit them at all times and in all situations.

NOTE: participants with the exact same number of points on their two highest or their two lowest colours are asked to choose accordingly their primary or secondary colour before the feedback is presented. They can go back and choose differently later. Participants scoring very closely to mean on all colours (48-52 pts. on each) receive an additional feedback section dubbed “Balanced-

flexible”, which highlights the unique elements of such balanced profiles.

**2. The second part** of the feedback is generic information about Red, Blue, and Green relevant for different work- and interpersonal-related contexts. All participants receive the same content in this part. It consists of six chapters: Communication, Dilemmas, Teamwork, Creative work, Flexibility in roles, and Assuming new roles.

**Tips:** Use the “hamburger” menu button on the top right corner to navigate and select “Download as PDF” to download the report.



## What is the information in Premium feedback based on?

- Empirical research (correlation studies between DI and other established psychological concepts providing behavioral clues related to different colour-profiles).
- Qualitative data collection (interviews with workshop participants and analysis of content produced in workshops).
- Expert knowledge (experienced superusers of DI with many years of experience provided input and feedback on Premium under its development).
- Repeated anecdotal evidence related to various colour profiles.

The bulk of the Premium content was compiled by Bjørn Z. Ekelund, cand. psychol., MBA, who published numerous articles and books on the concept and delivered more than 500 workshops with the Diversity Icebreaker.

## Application ideas

### Premium as simple **add-on** to the standard DI workshop



The simplest way to use Premium and increase learning for participants is to give them access to the add-on at the end of a standard DI workshop. You can contextualize reading of the profile and leave participants with reflection-stimulating questions. Examples:

#### Interacting with others

- How does your profile influence your interactions and cooperation with others in your team/project/role?
- How can others “experience” your profile? What can be inspiring? What can be challenging for them?
- How does your profile manifest at its best? How under stress or in a crisis?
- How can you use this new knowledge and awareness?

#### Self-understanding

- Get to know your profile:

- What felt instantly right in your profile description?
- What felt wrong and did not fit to how you perceive yourself?
- What felt wrong at first, but made sense after giving it some thought?
- What was missing?
- What in your profile was:
  - known to you and others?
  - known to you, but not to others?
  - new, surprising, or unexpected?
  - something that others notice, but you yourself may sometimes fail to see?
- Which qualities present in your profile would you like to use more? Why and how?
- What in your profile should you be wary of? Pitfalls? Potential “colour-allergies” or conflicts?
- Which other colour-profiles would it be easy and which difficult to collaborate with? Why?
- What strengths may you have related to your third colour?

### Premium in **follow-up** activities

Follow-up after the standard workshop can comprise of anything between a 20-minute group discussion to a sequence of one- and multi-colour group exercises over a course of a whole-day development seminar. These activities can take place after a short break following the workshop, the next day, or some weeks after, etc.

The main premise here is to have the participants use Premium for preparation after the standard workshop and before the follow-up. Depending on whether that time is an extended lunch break or a couple of weeks, the scope of the “homework” can vary greatly.

### Simple follow-up

Some questions from the previous section e.g., “How does your profile manifests at its best? How under stress or in a crisis?” or “What in your profile was new, surprising, or unexpected?” can function as a generic, thought-provoking preparation before group activities.

As a simple follow-up activity here you can ask participants to share their reflections on such questions in dyads, or small mono- or multicolor groups. This can take place after a longer lunchbreak or as a warm-up activity in the beginning of the second day of the program, linking it to the previous day and the Diversity Icebreaker workshop.

*Summarized workshop-flows below are suitable for longer follow-up sessions (1-2,5 hours) and require that the participants have longer time to prepare using Premium than a shorter break between activities.*

## Communication training

### *Individual work after DI workshop*

- Read through the tips for effective communication with different colors from the Premium content
- Highlight those that would be especially effective with you.
- Think of other communication strategies you could add to this list.

### *Follow-up workshop*

1. Homework recap
2. In multi-color groups:
  - Share your highlighted communication strategies and explain why they would be effective for you.
  - Discuss challenges you may experience communicating with other color-profiles
  - Think of tips you can give each other for improved communication across the colors.
2. Groups share the key tips they came up with in plenum.

## Conflict management

### *Individual work after DI workshop*

- Pick one or two examples of color dilemmas that are relevant for you.  
For example, dilemmas between your primary and tertiary colors (i.e., if you score highest on Blue and

lowest on Red, chose from the “Blue-Red dilemmas”).

- Think of situations involving working with others where these dilemmas can occur. Who is involved? What is the context? How do they resolve?

### *Follow-up workshop*

1. Homework recap
2. In one-color groups
  - Share your examples. How do they usually end (conflict, non-resolution, synergy)?
  - From your colour perspective, what could you do to you manage conflict better?
  - What would you like to ask other colours about how they deal with conflict?
3. In multi-color groups
  - Share how you see and experience conflict from your perspectives and ask each other questions to learn more.
  - What is similar in your perceptions? What is different?
  - Think of good conflict management practices. Which would work across different colour-profiles? Which are “colour-specific”?
4. Groups present their key learning points in plenum.

## Teamwork

### *Individual work after DI workshop*

- Read section 6, “Homogeneity and heterogeneity in teams”, in Teamwork chapter of Premium.
- Complete the first part of the Team Flower exercise: Create your own flower “petal” by listing the unique qualities you contribute to the team.

### *Follow-up workshop*

1. Homework recap
2. The entire team or – for larger teams/projects – team divided in smaller multi-colour groups.
  - Discuss and write down what should be in the center of your TeamFlower: A shared goal? A vision? Team’s shared identity?
  - Pass your individual petals around.
  - Read petals of others and, if you can, add qualities or contributions that the authors themselves might have omitted.
3. Participants complete the TeamFlower by placing petals around the shared center and discuss it as representation of the unique and shared in their team:
  - How can we integrate those unique qualities in our shared goal?
  - How can we best use them in practice?
  - How can we balance differences and similarities in best possible way?

## Creative work

### *Individual work after DI-workshop*

- Read through the different phases of problem solving and colors’ strengths and challenges (in Premium’s “Creative work” section).
- Chose 2-3 strengths and challenges especially relevant for you. How do they influence your creative output when collaborating with others? How can others notice them?

### *Follow-up workshop*

1. Homework recap
2. In multi-color groups
  - Share strengths and challenges you found most relevant for you.
  - Discuss which of them have biggest impact on creative work in group.
3. Work with the Diversity Icebreaker [Creativity mat](#).

## Premium in **non-standard DI workshops**

- example: leadership groups



It is usually advisable to start with the standard DI workshop where one of the main activities (stage 2 in the User Manual) revolves around the participants creating a local meaning of Red, Blue, and Green – their own interpretation of the colours. This activity represents a certain mindset, in which the participants are empowered to create knowledge through collective reflection. It is also known to introduce humor and relaxed atmosphere.

However, for some groups and contexts, you may want the participants to know about the meaning of the colors beforehand and dive into a more content-specific activities using Red, Blue, and Green. This can be the case if the group know each other well and are trained in self-reflection and development activities (e.g., often leadership groups), and/or there is limited time.

It follows that in this case they need to answer the questionnaire and obtain their scores beforehand. When sharing the test link e.g.,

via e-mail, be sure to explain that the DI is not a competence test nor a classic personality test, and that there are no wrong/right answers.

Below is an example relevant for a small leadership team that know each other well.

### Leadership

#### *Individual work before*

- Take the DI questionnaire.
- Read through the color descriptions and your personal profile.
- Reflect about how qualities in your profile manifest in how you perform your role as a leader.

#### *Follow-up workshop*

1. Homework recap
2. In dyads:
  - Share how the qualities in your profile manifest when you lead.
  - Discuss how your profiles can be advantageous/disadvantageous in leading co-workers with other profiles.
3. In plenum:
  - Share key insights from the previous exercise.
  - Discussion: How can members of the leadership team support each other across different colour-profiles?

NOTE: Such focused work, as described in the leadership example above, will promote deeper reflection and often more tangible results, and is best suited for a start-up if the participants know each other well and are experienced in participating in development processes.

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