NHS

University College London Hospitals

NHS Foundation Trust

Client Testimonial

We have been using Clarity4D for several years as part of our team development work. Our usual personality profiling tool had been MBTI; however, a number of colleagues had expressed interest in using Insights. Clarity4D was recommended to us as a **comparable and more affordable alternative**.

The Clarity4D model has been very well received. People particularly value how **simple and memorable** it is — the colour energy framework makes it easy to understand, apply and refer back to in day-to-day work. The profiles themselves are **high quality**. We have the option to use either the lighter Public Sector profile, or the Full Profile which provides deeper insight for individuals and how they may be perceived and valued within their team, which helps with **team communication and collaboration**.

Feedback has been consistently positive, with most participants saying their **profile feels 85–95% accurate**. Teams also really appreciate seeing their profiles brought together, as it provides a powerful visual overview of the **team's collective colour energy** and working style.

The Clarity4D Team have been excellent to work with. They are responsive and supportive, including providing the psychological testing evidence behind the tool when requested by stakeholders.

The Clarity4D system itself is straightforward and easy to administer, and the team have always been extremely helpful with any queries relating to profiles or account management.

I would confidently recommend Clarity4D as both an effective personality profiling tool and a professional, supportive organisation to partner with.

Dan Weintrob
Team Development Business Partner

Clarity4D