



Lumina Spark - USPs

Digital cutting-edge technology

- Cloud-based technology
- Upbeat and meaningful graphics
- Splash App and Team App brings our intuitive analytics alive

Easy to understand and it sticks

Uses a highly visual model (mandala and splash) which is a powerful way to understand and connect with different personalities; as well as applying to decision-making, goal-setting and feedback.

Does not label or stereotype

Lumina values each individual's uniqueness. We do not label you as any one type or colour, instead we explore all areas of personality without stereotyping or generalising.

Combines simplicity with depth

- Shows 8 aspects and 24 qualities of personality, measured across 3 personas
- This provides a rich texture and nuance to explore the dynamic movement of personality
- Lumina Spark uses the latest empirical Big5 research as its foundation





Embraces the paradox

By acknowledging that you can be high or low on both ends of a personality continuum e.g. practical and conceptual, extraverted and introverted.

Only reports on what it specifically measures

- No inferences or assumptions are made
- The 3 personas are individually measured and feedback is provided based on these scores.

Results focused applications include:

Personal, team, leadership 360, sales, strategy, culture, and selection.

Highly personalised and completely customisable to match your specific needs

- Customisable portraits, workbooks, apps and online account
- The Spark portrait can simply focus on the 4 colours or include all 24 qualities at the 3 levels
- Content can be selected from the Lumina Spark portrait, 40-page workbook, or by uploading your own content, add photos and logos, and reorder the portrait.

