

# Emergenetics

**BACKGROUND:** Emergenetics is a brain-based approach to personality profiling that gives you the keys to understanding not only your own strengths and talents, but also those of others. It is based on the latest brain research as well as extensive data collected from over 275,000 adults. Emergenetics offers invaluable insights into thinking styles and behavior patterns, which will help individuals enhance their own intelligence, make changes in their behaviors and interact with others in a variety of settings.

It is believed that people are born pre-wired to think and behave in certain ways. Our inborn characteristics are modified as we grow up and interact with our environment. This is what creates our unique personality.

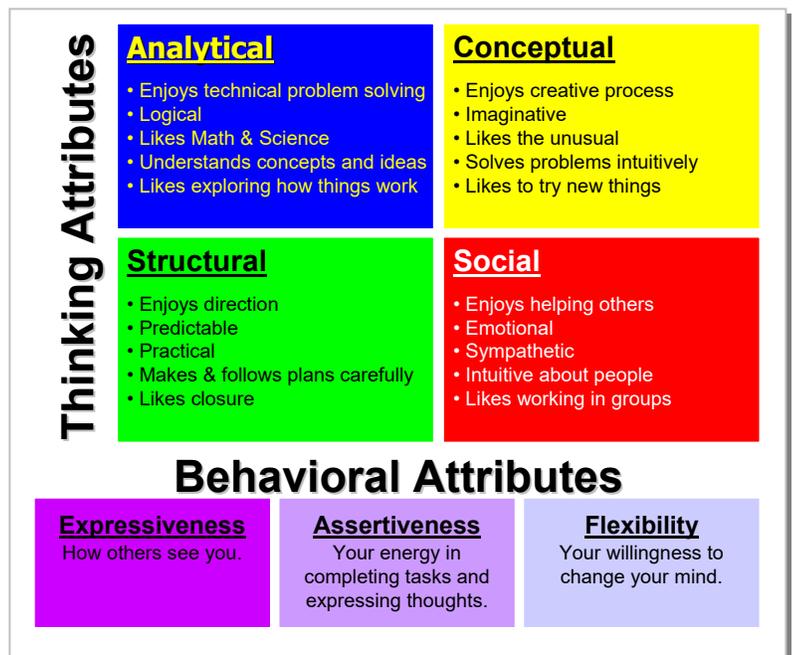
## The Underlying Theory

For centuries, psychologists and philosophers have been trying to understand why people behave the way they do. The arguments cycle between theories that we are completely shaped by our environment or that we are completely shaped by our genetic structure.

Most psychologists, including Ivan Pavlov, B. F. Skinner and John Watson, were convinced behaviors developed purely due to the surrounding environment. Their theories provided the basis for most behavioral research.

In the late 1950s and early 1960s, however, the "nature/nurture" argument began to shift back to "nature" in light of some truly innovative work done with identical twins. Back in WWII parents in war-torn cities often sent their children to live with different relatives in the countryside. About 20 years after the war psychologists contacted many identical twins asking them to participate in a study of nature-versus-nurture effects. It was believed that the twins, who are genetically identical but were raised for several years apart, would settle the old genetics or environment arguments. Researchers found that behavior was equally influenced by both genetics and environment.

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## Development of the Emergenetics Profile

Because it is impossible to clearly separate internal factors from behaviors, the theory of Emergenetics combines much of the early work in psychology with the most recent findings from twin research. It proposes that we have a combination of genetic tendencies to think and act in certain ways (nature), and behaviors that have been modified through socialization (nurture).

The Emergenetics instrument was developed by Dr. Geil Browning and Dr. Wendell Williams. It is a self-assessment that reveals each individual's unique combination of thinking and behavioral attributes. Each personality attribute is given a spectrum range, so your Emergenetics Profile is a picture of where you place yourself on all seven spectrums. You can access all seven traits and adjust to move yourself to different points on each spectrum to different degrees, but you will always return to your natural "set point" for each one.

There are seven basic sets of attributes described by Emergenetics:

#### Four Thinking Attributes:

- ❑ **Analytical** thinking refers to our logical, rational, objective, factual, and skeptical way of thinking.
- ❑ **Structural** thinking is the practical, cautious, predictable, and methodical approach to things.
- ❑ **Social** thinking is sympathetic, connected, socially aware, and intuitive about other people and how we interact with them.
- ❑ **Conceptual** thinking is imaginative, creative, innovative, visionary, and intuitive way we think of ideas.

#### Three Behaving Attributes:

- ❑ **Expressiveness** describes whether a person is an extrovert or an introvert. It is about our interest in others and in the world around us. People who are low Expressive are reserved, quiet, private, and self-sufficient. People who are high Expressive like attracting attention. They are outgoing, affectionate, and easy to talk to.
- ❑ **Assertiveness** measures how passive or aggressive a person can be. It is the energy we invest in communicating our thoughts, beliefs, and feelings. People who are low Assertive are easygoing, amiable, and even passive. People who are high Assertive are driving, competitive, and even confrontational.
- ❑ **Flexibility** takes into account one's opinions and ability to deal with other's needs, as well as how decisive and how open to suggestion one is. It is our willingness to accommodate the thoughts and actions of other people and to meet their needs. People who are low Flexible, or inflexible, have strong opinions, prefer defined situations, and can be stubborn. Highly Flexible people are accommodating, open to suggestions, and can be indecisive.

We have a natural "set point" somewhere along the continuum for each Thinking and Behavioral Attribute. We may behave differently at home and at work, or while relaxed and while under stress,

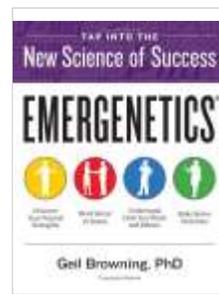
but our basic personality does not readily change. Each Emergenetics attribute is like a rubber band. Most of the time, you operate with the rubber band at rest. Occasionally, the rubber band is required to stretch, but when the situation is resolved, it returns to its original shape. As a general rule, your test results will remain consistent over time unless you experience a significant emotional event, or decide and take action to deliberately change.

Emergenetics is a self-descriptive test, meaning you answer a series of questions about yourself. Your results are compared against group norms by gender, allowing you to compare yourself to the population of women or men at large. The baseline database is updated (re-normed) by gender every two years to make sure it is kept current.

**APPLICATION:** Dr. W. Edwards Deming once said that all models are wrong, but some are useful. Instruments that help us to understand ourselves in our environment, or with others, may not be a complete picture of the highly complex individuals we are but they are useful in allowing us to learn and adapt.

Some of the facilitator's roles are to help participants listen, understand, and learn about each other and particularly about themselves.

#### RESOURCES:



**Emergenetics? Tap into the New Science of Success, Geil Browning**

**Publisher:** HarperCollins Jan 2006 \$15.95

**ISBN:** 9780060585358

<http://www.wisegeek.com/what-is-emergenetics.htm>

Dr. Geil Browning's website:

<http://www.emergenetics.com>

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