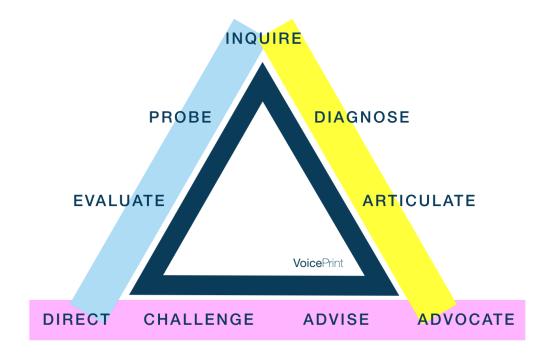


Map 6: Axes and dynamics



One of the shortcomings in many personal diagnostics is that, by focusing on types or traits, they provide an unrealistically static picture of the individual. VoicePrint by contrast recognises that individual behaviour can be much more dynamic and variable in practice, drawing on different forms of resourcefulness (i.e. voices) at different times and for different purposes. This map - used in conjunction with the individual's reported 'Track' - can help to make sense of what's going on, as they move from one voice to another.

There is an implicit relationship among the four voices which range along each axis in the VoicePrint model. We call the bottom/pink axis, comprising the Direct, Challenge, Advise and Advocate voices, The Axis of Decidedness. We call the right hand/yellow axis, comprising Inquire, Diagnose, Articulate and Advocate, The Axis of

Sense-making. We call the left hand/blue axis, comprising Inquire, Probe, Evaluate and Direct, The Axis of Investigation.

Individual profiles often show a tendency to move along one or more of these axes, in the way the individual uses their voices.

Note that movements may take place along the whole length of an axis or, more commonly, along a shorter range. Inquire - Diagnose - Articulate, for example, is a common pattern along the Axis of Sense-making, while Advocate - Advise - Challenge is a common pattern along the Axis of Decidedness.

Note also that the dynamic may unfold in either direction along an axis, producing two quite distinct variations in each case. The movement Inquire - Probe - Evaluate, for example, suggests a relatively open-minded investigation, whereas the movement Direct - Evaluate - Probe suggests more of a fault-finding process. The movement Inquire - Diagnose - Articulate - Advocate suggests a gradual, exploration-based process of arriving at a viewpoint, whereas a movement in the opposite direction along the same axis, Advocate - Articulate - Diagnose - Inquire, suggests the much quicker adoption of a viewpoint followed by further clarification and exploration to the extent that it feels necessary.

Note also that the dynamic may unfold, not from one of the cardinal points (Inquire, Advocate, Direct) but from some intermediate point along the axis. (It may even avoid the cardinal points altogether). This will also give a particular flavour to the process.