



Principles

Create and foster a culture of growth that unlocks team performance with the PrinciplesUs™ platform.

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 Principles

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Welcome to ELLA Digital

We are 'boutique' Digital Transformation specialists that help businesses get closer to their customers, unlock scale and growth, and improve commercial outcomes.

Our purpose is to help businesses fulfil their potential by becoming their 'digital brain', ensuring they remain relevant and commercially fit in a rapidly evolving world of increasing employee and customer expectations.

We offer many solutions that transform how our clients deliver value today, a key part of this is to ensure that alongside the relevant technology solutions, we empower your teams to adapt and manage change effectively. Principles platform enable this through allowing your teams to understand themselves and each other better, and to effectively create a culture that enables teams to perform at the highest levels.

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Principles - Ray Dalio



In the realm of personal and professional growth, few names carry as much weight as **Ray Dalio**. Renowned investor, author, and philanthropist, Dalio has distilled his decades of experience into a groundbreaking and bestselling book called "**Principles**." His approach provides a blueprint for success, offering invaluable insights that can transform the way we approach decision-making in all aspects of life.

Dalio's principles are rooted in a deep understanding of human behaviour, market dynamics, and the fundamental principles of economics. "**Principles**" goes beyond conventional tools and presents a unique framework that challenges traditional thinking. It encourages people to embrace radical transparency and open-mindedness, fostering an environment that thrives on constructive feedback, learning, and continuous improvement.

A key aspect of "**Principles**" is the emphasis on the power of radical truth and transparency. By cultivating an open and honest culture, individuals and organisations can uncover their blind spots, confront harsh realities, and make better-informed decisions. Through candid self-reflection and a commitment to seeking the truth, Dalio believes we can dismantle barriers and unlock our true potential.

The "**Principles**" philosophy focuses on the art of thoughtful disagreement, constructive conflict, highlighting the importance of diverse perspectives and independent thinking. It recognises that the collective intelligence of a group often surpasses that of any individual and by fostering an environment where differing opinions are valued and respected, true innovation and growth can flourish.





There are many benefit of using the PrinciplesUs™ platform and workshops to improve team performance, engagement and create better organisational culture.

77%

of people reported having a deeper understanding of others' perspectives to enhance team alignment than prior to the program

47%

Increase in employees feeling involved in decision-making that has an impact on your work, a team's work, or the organisation at large

77%

of people reported having a deeper understanding of others' perspectives to enhance team alignment than prior to the program

80%

of people received more feedback they feel is useful to their personal and professional growth

75%

of people gave more feedback to their peers and leaders than prior to the program

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***“Eye-opening for self-discovery,
team dynamics, and ideas for
management approaches.”***

Senior Director of Strategy

SALESFORCE



PrinciplesUs™

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 **Principles**

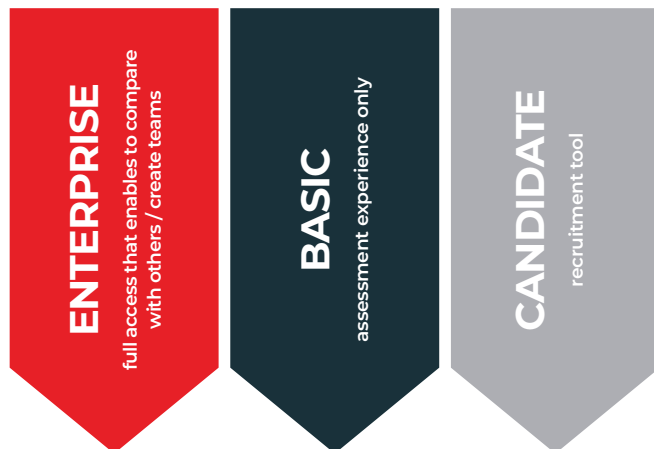


At the heart of the **Principles** tools is **PrinciplesUs™**, a best-in-class personality assessment that empowers employees to understand themselves, understand others, and help others understand them. It provides deep insights into what individuals and teams are like, and how team members can use that understanding to improve their relationships and how they interact.

PrinciplesUs™ is available as

- Self-service SaaS offering for SMB organisations.
- Product plus consulting to support onboarding, training and ongoing support for larger organisations.

There are 3 editions:



BENEFITS

- ◆ Understand yourself.
- ◆ Understand others.
- ◆ Work better together / find your teams strength / unlock team performance.
- ◆ Empower collaboration and inclusivity.
- ◆ Build trust.
- ◆ Create transparency.
- ◆ Promote high performing teams.

CLIENT CHALLENGE

- ◆ Ineffective team dynamics
- ◆ Lack of communication & collaboration
- ◆ Political culture
- ◆ Job fit misalignment
- ◆ Lack of trust
- ◆ High turnover of staff
- ◆ Inexperienced managers
- ◆ Poor job realignment

AUDIENCE

Finance

Technology

Start Ups

PERSONAS

Founder / Owner

CEO / Executives

Team Leaders / Managers

HR Teams





ENTERPRISE

The Enterprise offering provides full access to all systems users, including the ability to:

- **Search for and view other assessments.**
- **Provide pairwise comparisons.**
- **Create and manage groups and group views, optionally sharing with others.**

Quote based on company size / headcount, and by number of seats required.

BASIC

Principles Basic edition is for companies that want to provide the assessment experience for users, but not allow them to view others assessments, perform comparisons or manage group views.

Please note: some organisations may want to purchase enterprise seats for HR teams, Managers and leaders and basic seats for other employees. This means that those with basic seats do not have the ability to use comparison tools, and create and manage groups.

CANDIDATE

The candidate edition provides a one time use for a user taking an assessment to be used as a workflow step in a recruitment process. The Candidate edition includes four (4) full PrinciplesUs™ seats for recruitment management. Additional full seats can be purchased as customer needs warrant.



THRIVE GLOBAL

“The Principles system is a driver supporting our core values-most importantly compassionate directness. Dot Collector reminds us to communicate and be honest about whatever it is that we're feeling internally so we can work smarter and overcome challenges together.”

Arianna Huffington

FOUNDER, THRIVE GLOBAL



Dot Collector[®]

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 **Principles**

Dot Collector® PrinciplesUs

Dot Collector® is available as a stand-alone offering or product enhancement to PrinciplesUs™ with optional consulting to support onboarding, training and ongoing support for larger organisations.

The attributes that an organisation chooses for their “dots” describe the culture that is being built. Dots are systematically collected and shared so users can make adjustments in the moment and learn from them over time. The culture is then enabled and brought to life through identifying and capturing behaviours within the context of those attributes.

2 x Different options, Dot Collector & PrinciplesUs™ or Dot Collector as a standalone tool.

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“The diagnostic workshop helped highlight something I have been trying to articulate for months. It's an amazing tool. All of the workshops are such a great learning tool and I always take away so much useful information. We strive for continuous improvement, that isn't new, but Principles has helped us shape and accelerate what that looks like by giving us a deeper understanding of ourselves & our organisation”

VP of Account Management

CIELO PROPERTIES GROUP

A man and a woman in business attire are looking at a window with sticky notes. The man is on the left, and the woman is on the right. They are both looking towards the right side of the frame. The woman is holding a clipboard. The background is a bright window with several colorful sticky notes (orange, green, blue) attached to it. A large red triangle is in the top right corner. A dark blue diagonal shape is on the left side.

Principles Subscription API

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Principles Subscription API

Principles Subscription API gives an organisation the ability to completely embed our assessment into their own internal or SaaS platform, providing the assessment (short or full scale), access to all data outputs and APIs to support PDF generation, pairwise comparison and other related analytics. The API also supports adding the ability to 'dot' from any application that supports REST APIs, which is especially useful for organisations that have implemented the Dot Collector®.



BENEFITS

- ◆ Allows integration with other HR tools such as annual performance reviews, recruitment software, absence reporting tools etc..



CLIENT CHALLENGE

- ◆ Want to integrate PrinciplesUs™ or Dot Collector® tool into current HR IT digital product portfolio.



AUDIENCE

Current Principles clients



PERSONAS

Founder / Owner

CEO / Executives

Team Leaders / Managers

HR Teams



JUUL

“Pleased with every aspect of the engagement with Principles - from the assessment's validity and UX, to the facilitation of the workshop. Thrilled at the opportunity to deliver this to our team, and looking forward to exploring potential opportunities for scaling this more broadly.”

Sr. Director of HR Strategy and Insights

JUUL

A photograph of three business professionals in a meeting. One man in a blue blazer is holding a tablet and pointing at the screen, while two other people look on. The image is partially obscured by a dark blue diagonal overlay on the left and a red triangle in the top right corner.

Workshops

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Assessment Workshop

Principles Assessment Workshop is a hands-on experience that gives participants a rich picture of their team's dynamics and how to interact most effectively to achieve shared goals.

The Workshop is anchored by the Principles assessment which provides the foundation for the participants' learning of how they can collaborate with others more effectively by understanding and appreciating personality differences.

The team workshops include:

- ◆ **A session with a certified PrinciplesUs™ facilitator.**
- ◆ **Curated activities and reflection prompts.**
- ◆ **A foundational understanding of what personality science is and isn't.**
- ◆ **An annual subscription to the PrinciplesUs™ platform with guidance from an expert.**

Tailored to your team, the PrinciplesUs™ facilitator will analyse the assessment results and view the team from a behavioural perspective, which serves as the foundation of the workshop.

During this workshop, teams and facilitators will dive into detailed cross-team analytics around the traits reflected in the PrinciplesUs™ assessment, along with an in-depth discussion of how that applies to your team.



BENEFITS

By working with a PrinciplesUs™ expert, leaders and teams will gain more in-depth knowledge of their current team dynamics, specifically how to build on the existing strengths and areas of improvement.

- ◆ **Build team trust.**
- ◆ **Finding your teams strength.**
- ◆ **Unlocking team performance.**



DURATION

- ◆ **Half a day workshop.**
One hour preparation call with Senior Leadership Team to align on objectives and goals.

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Cultural Workshop

Principles Cultural Exploration Workshop is a full-day, hands-on experience made up of two sessions, the first being the Principles Assessment Workshop, a hands-on experience that gives participants a rich picture of their team's dynamics and how to interact most effectively to achieve shared goals.

The second session is all about cultural exploration, that gives participants a structured engagement to explore their organisation's culture and how that is being used (or can be developed) to drive towards company goals and ensure employees are 'walking the talk'. The workshop is the most effective mechanism to engage leadership in the culture conversation.



BENEFITS

By working with a PrinciplesUs expert, leaders and teams will gain more in-depth knowledge of their current business culture, and specifically how to build on the existing strengths and areas of improvement.

- ◆ **Drive long term cultural change in the business.**
- ◆ **Build team trust.**
- ◆ **Finding your teams strength.**
- ◆ **Unlocking team performance.**
- ◆ **Improve employee retention.**
- ◆ **Improve employee engagement.**



“The three most exciting moments of our company were when we got our first check, when we launched our IPO, and when we decided to adopt the Principles approach I has had a huge impact on our company.”

Eric Yuan

FOUNDER & CEO, ZOOM

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