



WethosAI Partner Certification

Human + ai > ai



Introduction

40+ years of behavioral research meets modern AI

- Communicate with clarity
- Avoid unproductive conflict
- Leverage individual and team strengths for greater impact
- Manage blind spots effectively
- Make better decisions
- Build trust
- Recognize areas of development & situations to be mindful of
- Create psychological safety
- Celebrate behavioral & cognitive diversity



How **NOT** to Use WethosAI

40+ years of behavioral research meets modern AI

To Judge

The assessment is not a test—there are no right answers or "leader lines." All results have value in contributing to task completion, cognitive diversity, and overall success.

To Limit Contributions

WethosAI doesn't put people in a box. Results measure defaults, not limits. Individuals are capable of flexing into any of the 5 segments across all four scales.

To Limit Growth

WethosAI should not inhibit individual and team growth. Everyone is capable of development and growth. The Wethos Scales don't measure ability or skill.

To Enforce Rigid Roles

The platform should not pigeonhole individuals into rigid roles based on results. Flexibility and opportunity to explore different areas remains important.

To Make Hiring Decisions

WethosAI is not for making hiring or staffing choices. It can help provide insights to set new hires up for success, but should never be the deciding factor for a position.

To Avoid Accountability

WethosAI should not be used to avoid personal accountability. Each individual remains responsible for their contributions and impact on the team.



The Science Behind WethosAI

Why WethosAI?

WethosAI Behavioral Science

- Dynamic, continuous learning
- Predictive behavioral modeling
- Real-time actionable insights
- AI-powered interpretation & coaching



The Science Behind WethosAI

40+ years of behavioral research meets modern AI

- **84-item assessment:** Scientifically validated with exceptional reliability ¹
- **Predictive, not descriptive:** Focus on how people will behave, not just traits
- **Modify behavior:** Delivers insights into how and when to modify default behavior for greater impact in specific situations
- **4 behavioral scales:** Comprehensive view of team dynamics
- **AI enhancement:** Pattern recognition across millions of data points

WethosAI predicts behavior in **team contexts**,
not just individual

1. Results from Exploratory Factor Analyses (EFA), Multi-Trait Multi-Method (MTMM) Matrix, and Confirmatory Factor Analyses (CFA) demonstrate an excellent internal consistency of reliability with a high degree of construct validity



Onboarding Options

Getting Started

Onboard with your
LinkedIn Profile



Fast-track entry as an initial foundation for platform access.

 Instant

Onboard with our
Rapid Assessment




Strategic mix of core questions to capture key aspects of your working style.

 1 minute

Onboard with our
Full Assessment



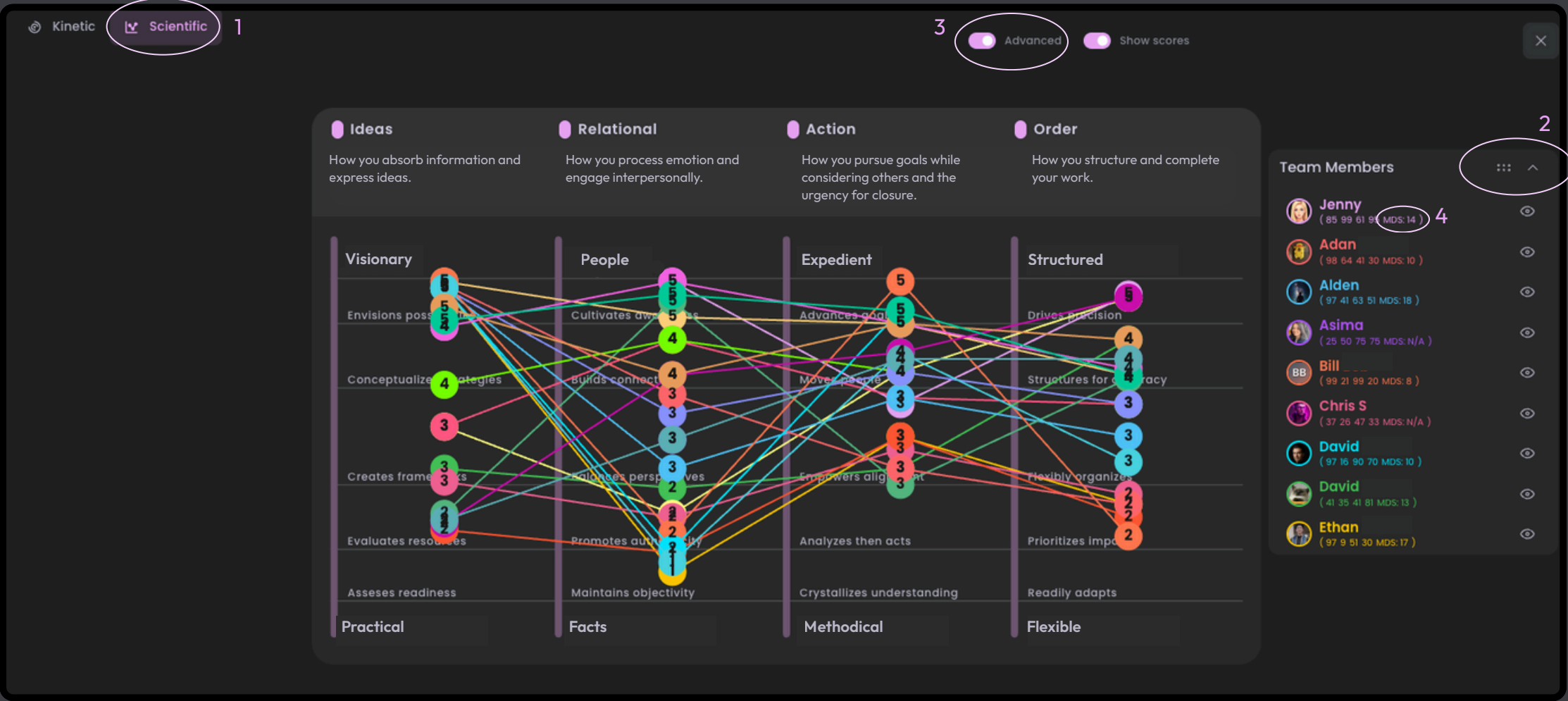
Most precise and accurate analysis for deep professional insights.

 10 minutes



Motivational Distortion

Getting Started



Result of 0-7

Indicates that person may have an overly optimistic view of themselves and their abilities.

Result of 8-15

Indicates that person gave consistent enough answers to be considered in the acceptable range. 8-15 is the ideal range.

Result of 16+

Indicates that person may be overly hard on themselves or believe it may be wrong to be too confident in their abilities.

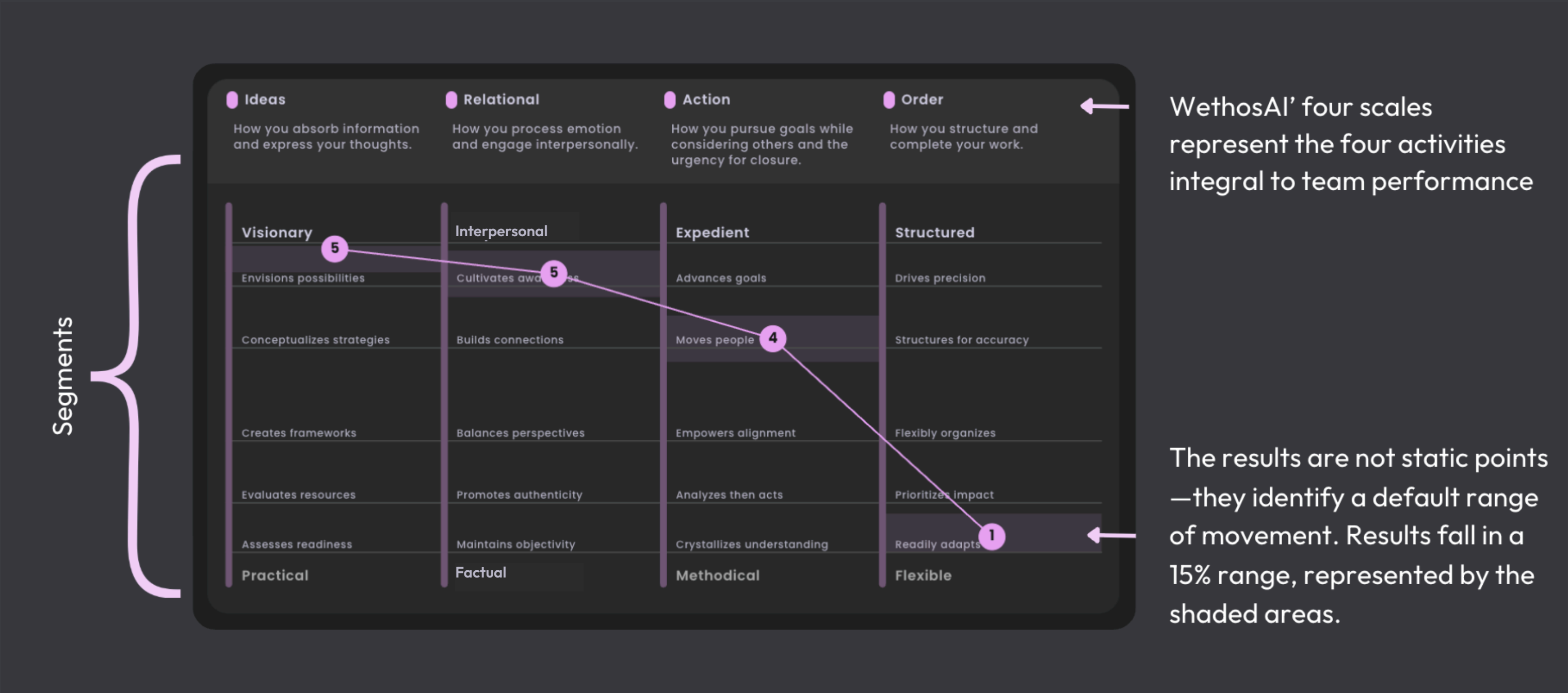


Part B: The Four Scales Deep Dive



Understanding My Wethos Style

Understanding the Foundation of WethosAI



The Four Behavioral Scales

Understanding the Foundation of WethosAI



The Four Behavioral Scales



Ideas Scale

The Ideas Scale measures how you absorb information and express your thoughts.

- Are they more Visionary or Practical in their thinking?
- Do they like to summarize their ideas or describe them in a detailed narrative?
- Do they start by asking themselves “what else,” “how to,” or “with what”?
- Do they process ideas by verbalizing them, asking questions, or thinking them through silently?
- Do they move quickly to test ideas, wait until they have built a system to execute, or figure out every detail before implementing?

From Visionary to Practical

5

Envisions possibilities

Processes out loud through abstractions and explores opportunities. Embraces innovation and limitless possibilities.

4

Conceptualizes strategies

Evaluates ideas for impact and consistency with company objectives. Contextualizes the vision and translates it into strategy.

3

Creates frameworks

Strives to understand cause and effect of existing processes, balancing options to create frameworks that bring the vision to life.

2

Evaluates resources

Shapes ideas effectively through processes and resources, ensuring optimal concept refinement and long-term viability.

1

Assesses readiness

Sharpens and clarifies ideas through practical analysis, calibrating implementation strategies by assessing contingencies.



The Four Behavioral Scales



Ideas Scale: How you absorb information and express your thoughts

Ideas 4 - "Conceptualizes Strategies"

Core Question: "What would have the greatest strategic value to my organization or my area at this time?"

- Processes verbally but filters through organizational lens
- Evaluates ideas for impact and consistency with objectives
- Translates vision into actionable strategy
- Can eliminate options that don't fit current context
- Contextualizes ideas within organizational framework

Ideas 2 - "Evaluates Resources"

Core Question: "What processes and resources do we need to make this work?"

- Processes through existing procedures and standards
- Shapes ideas through available resources
- Focuses on practical requirements
- Thinks about long-term viability
- Defines specific processes needed

Ideas 5 - "Envisions Possibilities"

Core Question: "What are all the possible opportunities and solutions?"

- Processes by thinking out loud through abstractions
- Expresses thoughts through metaphors and big-picture stories
- Sees and voices unlimited possibilities without filtering
- Considers and explores any idea that could create change
- Will surface all thoughts to test reactions and refine based on feedback

Ideas 3 - "Creates Frameworks"

Core Question: "How do these pieces fit together in a workable system?"

- Processes by understanding cause and effect relationships
- Creates frameworks that bring vision to life
- Balances different options and perspectives
- Builds bridges between broad ideas and specific considerations
- Integrates various viewpoints into cohesive systems

Ideas 1 - "Assesses Readiness"

Core Question: "What are all the implications and contingencies we need to consider?"

- Processes by analyzing practical implications thoroughly
- Sharpens ideas through detailed analysis
- Focuses on efficiency and documentation
- Assesses all contingencies and backup plans
- Great at identifying impractical ideas, but might dismiss good ideas for minor issues too early.

Core Aspects

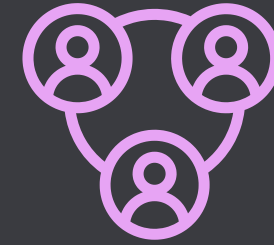
- Measures initial information processing approach
- Ranges from broad concepts to specific details
- Indicates verbal vs. internal processing preferences

Important Notes

- Not about creativity or intelligence
- Shows natural starting point, not capability
- Part of information processing, not implementation



The Four Behavioral Scales



Relational Scale

The Relational Scale measures how you process emotion and engage interpersonally.

- How apparent must others' emotions be before a person notices them?
- Do they typically feel or simply observe others' emotions?
- Are they more inclined to nurture emotions, attempt to manage emotions, or rarely acknowledge emotions?

From Interpersonal to Factual

5

Cultivates awareness

Leverages emotional insight to elevate team dynamics, striving for inclusive participation and positive energy.

4

Builds connections

Builds team connections, fostering open communication. Champions emotional support to enhance collaboration.

3

Balances perspectives

Balances emotional awareness with rationality, surfacing all viewpoints to ensure fair consideration and promote team trust.

2

Promotes authenticity

Evaluates situations through a more rational lens, emphasizing logic and data. Maintains focus on objectives, minimizing emotional influence.

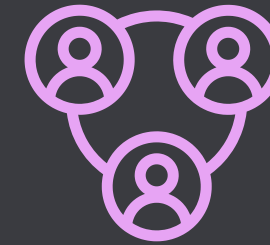
1

Maintains objectivity

Promotes transparent communication. Takes a direct, less emotional approach, encouraging open, objective discussions.



The Four Behavioral Scales



Relational Scale: How you process emotion and engage interpersonally

Relational 4 - "Builds Connections"

Core Question: "How can we deepen our connection?"

- Forms deeper connections with fewer people
- Makes stronger emotional investments
- Champions emotional support
- Enhances collaboration through connection
- Focuses on relationship depth

Relational 2 - "Promotes Authenticity"

Core Question: "What needs to be said directly?"

- Values transparent communication
- Speaks out directly and clearly
- Comfortable with direct disagreement
- Focuses on clarity over emotional impact
- Maintains policy of open expression

Relational 5 - "Cultivates Awareness"

Core Question: "How is everyone connected and impacted?"

- Maintains broad awareness of many relationships
- Easily shifts focus as people enter/exit their sphere
- Has many relationships but fewer deep ones
- Carries awareness of everyone in their sphere
- Readily senses emotional needs

Relational 3 - "Balances Perspectives"

Core Question: "Has everyone been heard fairly?"

- Negotiates between different viewpoints
- Ensures everyone participates
- Can see and interpret both sides
- Makes sure all perspectives are considered
- May create circular conversations seeking input

Relational 1 - "Maintains Objectivity"

Core Question: "What are the objective facts?"

- Separates emotion from information
- Processes things rationally
- Less likely to volunteer thoughts
- Challenges based on logic
- Focuses solely on the issue itself

Core Aspects

- Measures emotional processing approach
- Ranges from broad awareness to specific rationality
- Indicates depth vs. breadth in relationships

Important Notes

- Not about emotional intelligence
- Not about empathy capability
- Distinct from interpersonal skills



The Four Behavioral Scales



Action Scale

The Action Scale measures how you pursue objectives while considering others involved and the urgency for closure.

- Are they more focused on the achievement of goals or the activities necessary to achieve goals?
- Are they asking “is it done?”, “is everything working?” or “is it working right?”
- Are they more inclined to direct others to achieve their goals, or to take on tasks in recognition of the needs of others?

From Expedient to Methodical

5

Advances goals

Boldly initiates action with limited details. Confidently leads regardless of authority. Remains unfazed by uncertainty.

4

Moves people

Acts with incomplete information. Empowers others to move. Comfortably leads from behind and identifies high-impact milestones.

3

Empowers alignment

Shares authority to achieve goals. Excels with a clear project vision. Coordinates people and efforts effectively.

2

Analyzes then acts

Conducts thorough analysis before action. Drives role clarity and goal definition to advance projects.

1

Crystallizes understanding

Prefers time to fully comprehend objectives and individual tasks for the project. Comfortable asking questions to create clarity.



The Four Behavioral Scales



Action Scale: How you pursue objectives while considering others involved and the urgency for closure

Action 4 - "Moves People"

Core Question: "Are people moving toward the objective?"

- Focuses on moving people, not just projects
- Provides context and explanation
- Comfortable leading from behind
- Identifies high-impact milestones
- Influences and determines next steps

Action 2 - "Analyzes then Acts"

Core Question: "Who is responsible for what specific tasks?"

- Focuses on who's doing each task
- Drives role clarity and definition
- Ensures right person in right role
- Monitors task-level accountability
- Adjusts roles based on progress

Action 5 - "Advances Goals"

Core Question: "Is the project moving forward?"

- Takes charge to move projects broadly
- Uses personal force to drive momentum
- Comfortable leading regardless of authority
- Will address issues only if they halt progress
- Keeps multiple projects moving simultaneously

Action 3 - "Empowers Alignment"

Core Question: "Is everyone clear on their role and moving together?"

- Shares authority to achieve goals
- Coordinates people and efforts
- Ensures roles and tasks are clear
- Balances movement with alignment
- Focuses on creating mutual understanding

Action 1 - "Crystallizes Understanding"

Core Question: "What exactly needs to be done at each step?"

- Breaks down tasks into specific steps
- Seeks complete clarity before moving
- Comfortable asking questions
- Focuses on task-level details
- Ensures each component is clear

Core Aspects

- Measures approach to achieving goals and objectives
- Ranges from broad movement to specific coordination
- Indicates force of will in driving progress

Important Notes

- Not about leadership ability
- Not about implementation quality
- Shows natural approach to driving progress



The Four Behavioral Scales



Order Scale

The Order Scale measures how you structure and complete work.

- Do they like following orderly routines and processes, or taking a more creative, flexible approach to the work?
- Are they more hands-on or hands-off when managing performance?
- How complete does a project need to be before they are ready to move on to the next thing?

From Structured to Flexible

5

Drives precision

Meticulously follows steps, ensuring tasks are complete only when every detail is addressed and outcomes align with expectations.

4

Structures for accuracy

Focuses on thorough, process-driven task completion, ensuring delegated tasks meet defined objectives and deadlines.

3

Flexibly organizes

Comfortable making incremental adjustments on the go based on options. Adapts as needed. Balances delegation with hands-on involvement.

2

Prioritizes impact

Prioritizes impact over process, adapts methods as needed, and embraces a hands-off approach to achieve goals.

1

Readily adapts

Thrives on adaptability and quick pivots, favoring creative autonomy over rigid procedures. Performs best with freedom to adjust objectives as needed.



The Four Behavioral Scales

Order Scale: How you structure and complete work



Order 4 - "Structures for Accuracy"

Core Question: "Are we following the process correctly?"

- Gives clear instructions for completion
- Stays engaged until later stages
- Delegates but monitors progress
- Prefers clarity in expectations
- Can let go once confidence is established

Order 2 - "Prioritizes Impact" Core Question: "Are we achieving our goal?"

- Focuses on impact over process
- Changes approach as needed
- Values efficiency over thoroughness
- Adapts methods based on conditions
- Ready to move on when impact is achieved

Order 5 - "Drives Precision"

Core Question: "Have we completed every step thoroughly?"

- Follows processes meticulously
- Maintains personal control over tasks
- Stays engaged until every detail is complete
- Needs all steps done to feel finished
- Rarely adjusts established processes

Order 3 - "Flexibly Organizes"

Core Question: "What adjustments would improve this?"

- Makes incremental adjustments
- Considers trade-offs in the moment
- Comfortable with 10% variations
- Balances structure and flexibility
- Assesses potential improvements during execution

Order 1 - "Readily Adapts"

Core Question: "What does the current situation need?"

- Thrives on adaptability
- Makes quick pivots
- Focuses on speed of impact
- Comfortable changing direction
- Evaluates based on current conditions

Core Aspects

- Measures approach to task completion
- Indicates process vs. impact orientation
- Shows how someone determines when something is "done"

Important Notes

- Not about organizational ability
- Not about attention to detail quality
- Not tied to capability

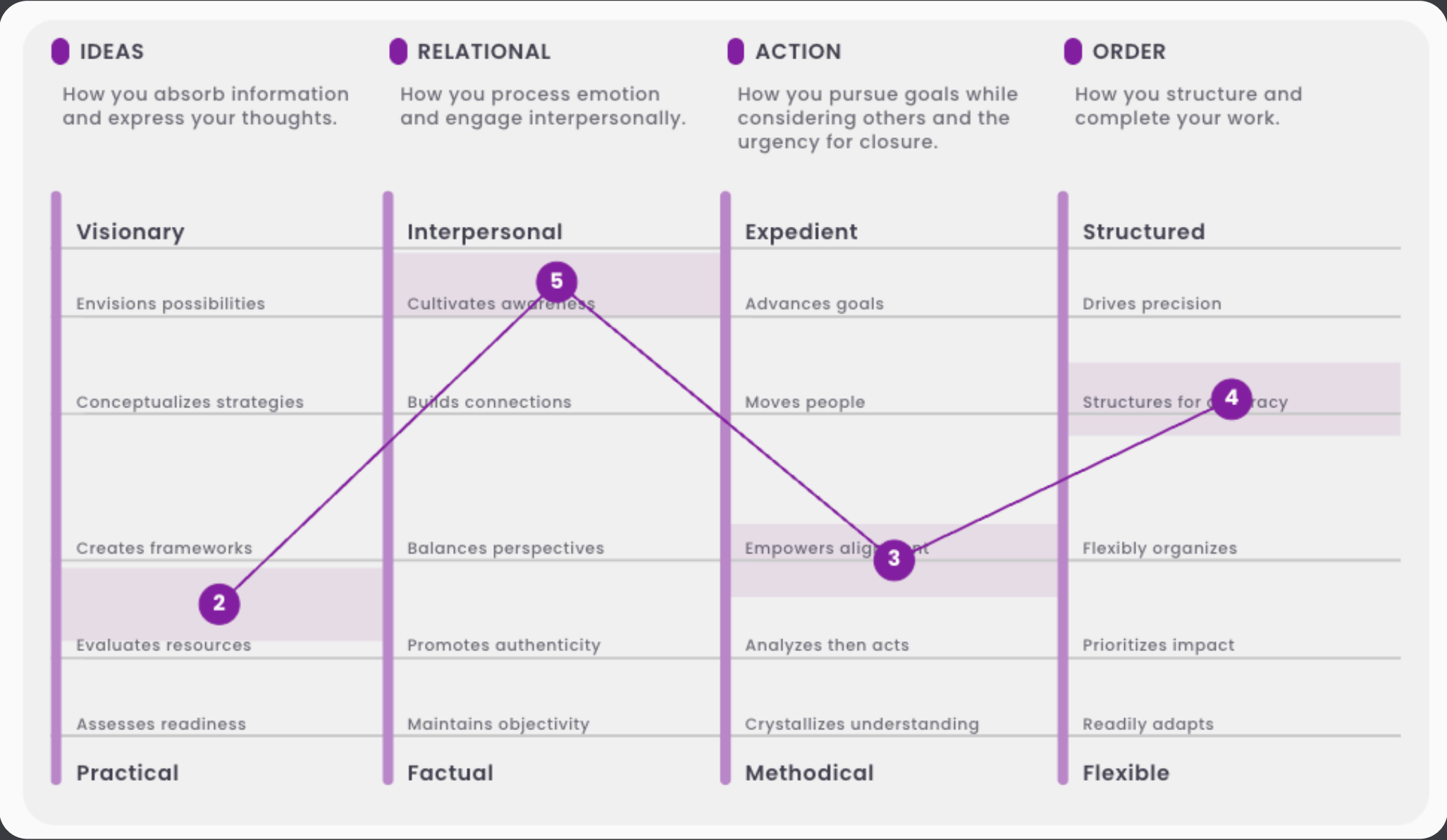


Part C: Assessment Interpretation



Example Analysis - Individuals

Understanding the Foundation of WethosAI



Ideas 2 (Evaluates Resources): She grounds ideas in reality, focusing on what is practical and achievable with the resources at hand. She excels at identifying the simplest, most expedient solutions to move forward.

Relational 5 (Cultivates Awareness): She is highly attuned to the emotional dynamics of a team. She prioritizes creating a safe, inclusive environment where people feel heard and valued, using her emotional insight to build strong, supportive relationships.

Action 3 (Empowers Alignment): She is a natural coordinator who thrives when she understands how each person's role contributes to the larger goal. She comfortably shares authority and works to ensure everyone is aligned and clear on their responsibilities.

Order 4 (Structures for Accuracy): She uses processes and structure to ensure tasks are completed accurately and meet defined objectives. She values clear communication and a shared understanding of timelines and goals to deliver high-quality results.

In essence, Jessica is a pragmatic and empathetic collaborator who brings structure and alignment to her team, ensuring that goals are met thoughtfully and with everyone on board.



Example Analysis - Clusters

Cluster 1: The Visionary Instigators

This is the dominant group on the team, comprising Stuart, David, Alen, Bill Bob, and AD.

- **Shared Styles:** This group is heavily concentrated around Ideas 5 and Action 4/5. Their styles indicate a strong drive to Envision Possibilities and then immediately Advance Goals or Move People to action. They also share a preference for objectivity (Relational 2 or 3) and adaptability over rigid processes (Order 2 or 3) - other than David who is an Order 4.
- **How They Operate:** This cluster functions as the team's primary engine for innovation and momentum. They excel at generating bold, forward-thinking ideas and possess a powerful, shared instinct to act on them immediately. They are energized by starting new initiatives and solving large-scale problems, focusing primarily on the "what" and "why" of a project.

Cluster 2: The Empathetic Organizer


This cluster consists of one individual, Jenny.


- **Her Style:** Jenny's Wethos Style is 4535 (Conceptualizes Strategies, Cultivates Awareness, Empowers Alignment, Drives Precision), which provides a crucial counterbalance to the first cluster.
- **How She Operates:** Jenny serves as the team's essential anchor and facilitator. While the Visionary Instigators push forward with speed and ideas, her strengths are in translating that energy into sustainable results.
 - **Cultivating Awareness (Relational 5):** She is uniquely positioned to monitor the team's interpersonal health, ensuring that people feel heard and supported amidst the rapid pace of work.
 - **Driving Precision (Order 5):** She introduces the necessary structure and attention to detail, ensuring that visionary concepts are executed flawlessly and projects are completed thoroughly.
 - **Empowering Alignment (Action 3):** She naturally works to coordinate efforts and build consensus, ensuring the team moves forward as a cohesive unit.


The Team Dynamic


The team's overall effectiveness is defined by the interplay between these two clusters. The Visionary Instigators provide the innovative spark and forward momentum. The Empathetic Organizer, Jenny, provides the critical stability, structure, and interpersonal cohesion required to transform that raw energy into well-executed, sustainable outcomes. Her role is vital for bridging vision with execution and maintaining team health.


Team Members


**Jenny**
(85 99 61 95 MDS: 14)

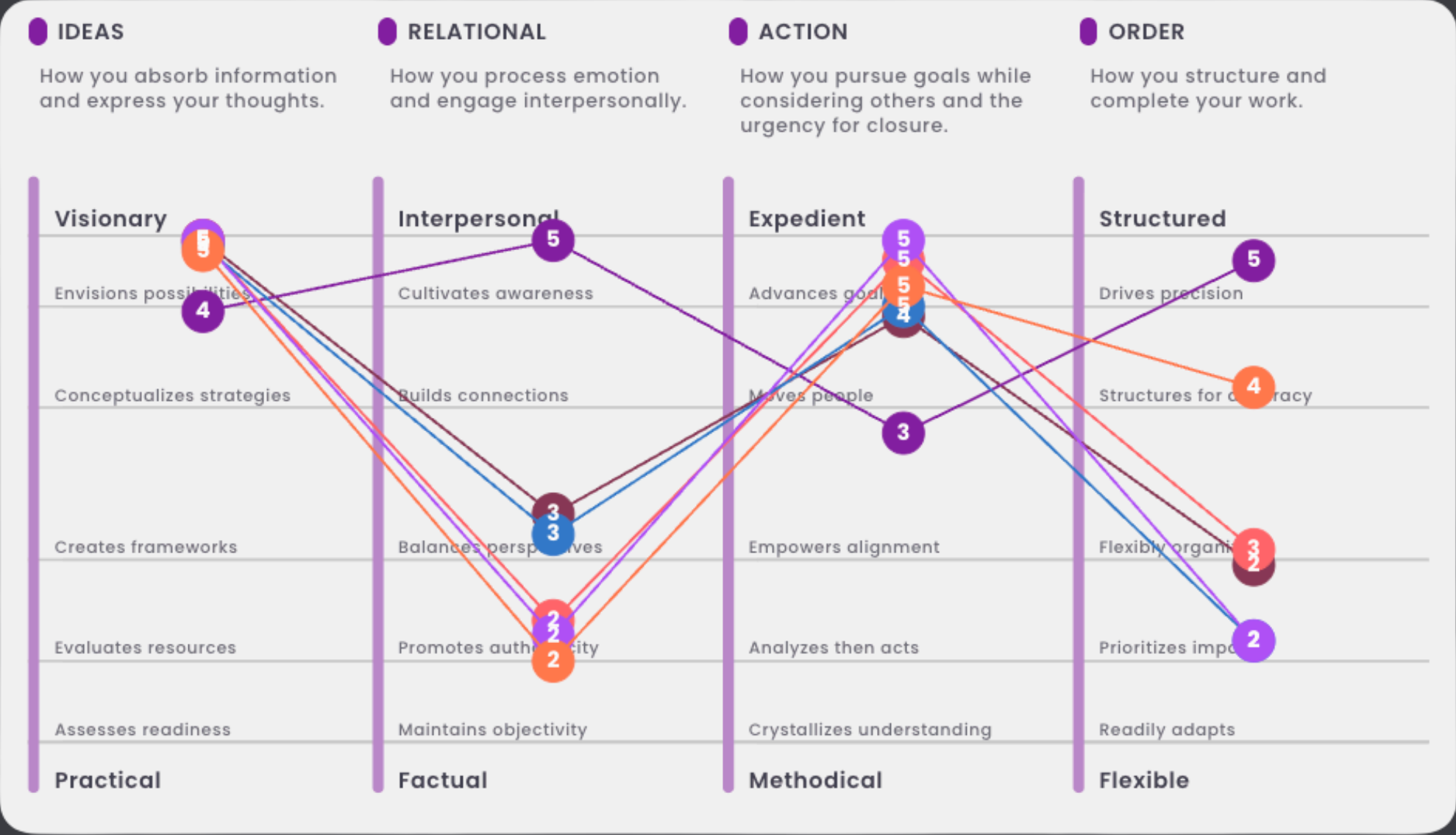
**AD**
(99 24 95 38 MDS: 8)

**Alen Capalik**
(98 41 86 20 MDS: 11)

**Bill Bob**
(99 21 99 20 MDS: 8)

**David Beal**
(97 16 90 70 MDS: 10)

**Stuart McClure**
(99 45 84 35 MDS: 16)



Wrap-up



Reflect on Today's Session

What's the most valuable thing you learned about your behavioral patterns?

What's one insight about team dynamics that will change how you approach work?

What would you like to learn more about for next time? Less?



Questions?

