



**ALISON FORREST**  
Certified Zortify Coach

# zortify GROW



De-Briefing



Alignment of strategy  
development & plan



Coaching

## A TRULY TAILORED DEVELOPMENT PROCESS

### The Problem

For today's talents, **personalised development opportunities** are a key factor in deciding for a new job or to grow in their current position. Many training and development solutions focus primarily on increasing productivity and too little on individual needs, such as personal growth of employees. This lack of individualisation lowers job satisfaction, discourages talent, and thereby mitigates their overall productivity.

Traditional personality assessments are often based on static personality traits, such as Extroversion, or Competitiveness. But what if you could assess the **whole person**, including **desirable and counter-productive states**, and use this as a **foundation for real change, and real growth?**

### The Solution

Zortify Grow has been specifically designed to measure personality traits and states that predict success in the workplace. More specifically, the assessment covers the **Big Five factors of personality** (Extraversion, Agreeableness, Conscientiousness, Open-mindedness, and Emotional Stability), **Entrepreneurial Capital** (Resilience, Optimism, Self-efficacy, and Agility Mindset) and **Counterproductive Behavioural Tendencies** (Self-centeredness, Strategic Manipulation, and Impulsive Excitement-seeking).

Driven by **custom-built AI**, the assessment uses a unique combination of quantitative close-ended survey questions and qualitative open-ended questions to measure both stable personality traits and more malleable personality states.

Combined with **1:1 coaching**, and even **workshops** and **training** days, Zortify Grow is a **cutting edge, truly personalised solution** for all your talent retention and growth needs.

### ALISON FORREST

**ACC (ICF), Cert. Prof. Coach,  
Cert. Neuroscience for Business,  
M.Fin, B.Comm, B.Laws (Hons.1)**

Alison worked for 17 years in the Investment Banking and Funds Management industries in Australia, Germany, UK/Europe and Asia.

Now, as Coach, Trainer, Speaker, and Author, Alison combines the power of deep transformational coaching with science-based knowledge to allow her clients to consciously drive sustainable change within their own careers and lives.



**Assessment  
& Debrief**

**6 Sessions  
1:1 Coaching**

**90 Minute  
Workshop**

**Full Day  
Training**