



→ iMA

Enhance inter-team
communication and connection
through greater awareness.

Non-Assertive

Task Orientation -
Self Contained

Relationship
Orientation - Open

Assertive

WHY IMA

Effective communication between managers and employees is critical. Good communication ensures goals are aligned and expectations are clear, resulting in a more positive work environment. But communicating effectively as a manager can be complex, with team members often differing in their communication needs, preferences and requirements. Communication success is dependent on a manager's ability to connect with individual team members and accommodate these differences.

WHAT IS IT?

Clever Nelly's iMA feature provides managers and employees with insight and tools for improving communication and connection. iMA is a universal, colour-based language that uses four simple colour profiles to help people understand, connect to, communicate with, and generally work better together.

- i** = identify which iMA High colour you are
- M** = modify how you communicate with others
- A** = adapt your communication style, according to the needs of your audience

HOW IT WORKS

- ✓ Users receive a 10-question assessment via Clever Nelly to determine their iMA High colour.
- ✓ Users will have access to their iMA High colour profile and communication preferences, as well as an invitation to explore the other colour profiles via their user screen.
- ✓ Team Leaders will be able to see the iMA High colour profile of all team members via the Dashboard, along with recommendations on how to communicate best with each colour profile.
- ✓ Employees and Team Leaders will have a simple and consistent approach to talking about communication styles and preferences.



Be logical & prepared
Be precise



Be supportive of feelings
Be sincere



Be practical
Be to the point



Be flexible
Give praise

SUMMARY

Equipping managers and teams with the insight and tools they need to communicate more effectively will create a more positive work environment characterised by increased productivity, performance and engagement. Effective inter-team communication will also result in the reduction of risk and prevalence of conflict.

IMA

Information & FAQs

The iMA tool equips managers/team leaders and teams with the information they need to communicate and connect, more effectively. There are four simple and easy to remember colour profiles, each characterized by their dominant communication preferences. Examples of these preferences are outlined below:

 Red	 Yellow	 Green	 Blue
Ambitious	Enthusiastic	Patient	Logical
Goal Orientated	Creative	Reliable	Meticulous
Decisive	Easy Going	Helpful	Structured
Convincing	Optimistic	Supportive	Inquisitive
Independent	Adaptable	Persistent	Analytical

Having an awareness of the communication preferences of others, enables both managers and employees to adapt their communication, according to the preferences of their audience.

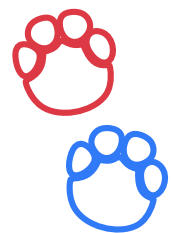
For example: when communicating with an individual that presents as **iMA High Blue**, it is important to be **structured** and **logical** and allow the opportunity for them to be **inquisitive**. Their **meticulous** and **analytical** approach should also not be seen as unnecessary challenge, but merely a preference to understand better.

USER EXPERIENCE (ALL USERS)

On deployment of the tool all users will receive a message (via your deployment channel e.g. email) asking them to answer their iMA questions on Nelly.

They will then be asked 10 iMA questions, to determine their iMA High colour. On completion of the question set, each user will be informed of their iMA High colour profile and communication preferences as well as being given access to the summary of the other three colour profiles.

A coloured footprint will appear on their own Clever Nelly Dashboard, when answering their questions, and they can click on it at any time to refresh their knowledge of their own colour profile or those of others.



USER EXPERIENCE (TEAM LEADERS)

When accessing the dashboard, Team Leaders will also be able to see the iMA High Colour footprints of all team members displayed beneath their user data. This will enable them to tailor their communication according to the preferences of their team members.

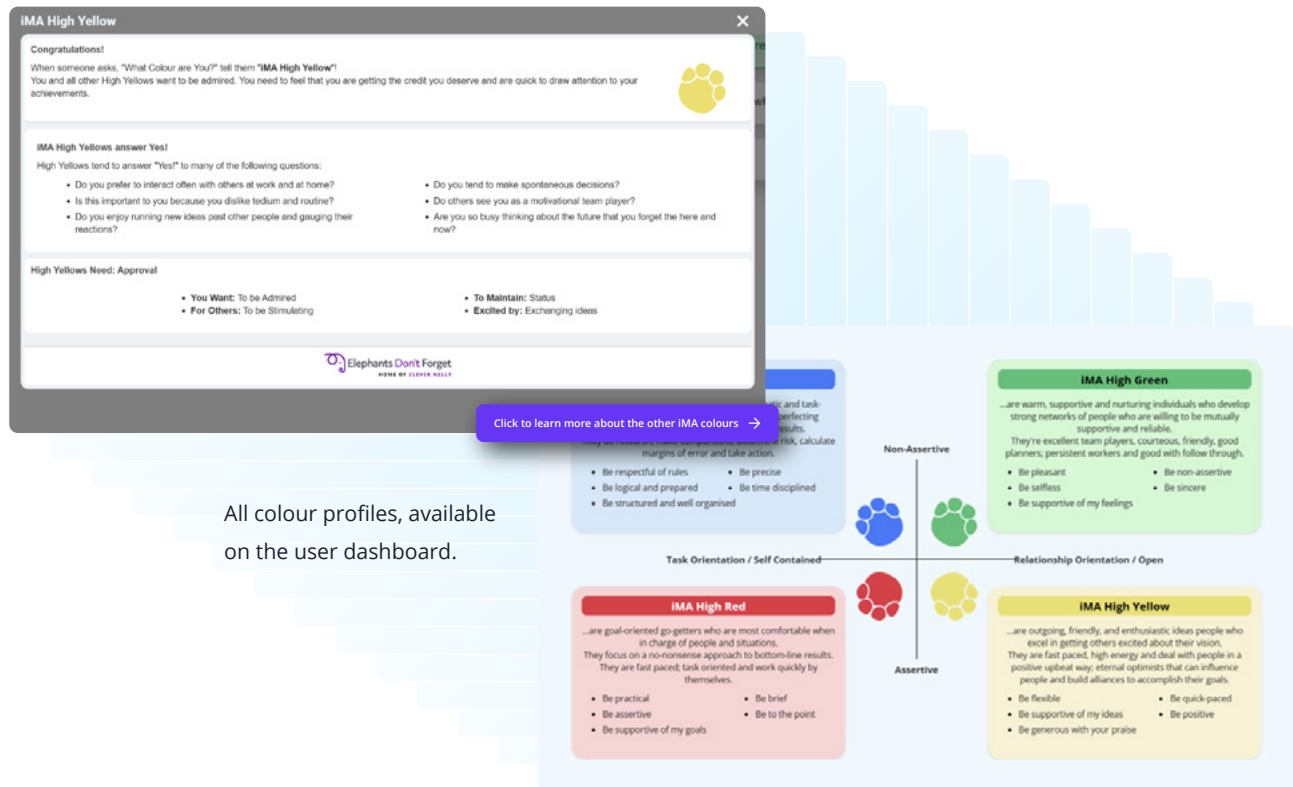
Examples overleaf....

IMA

User Experience

ALL USERS

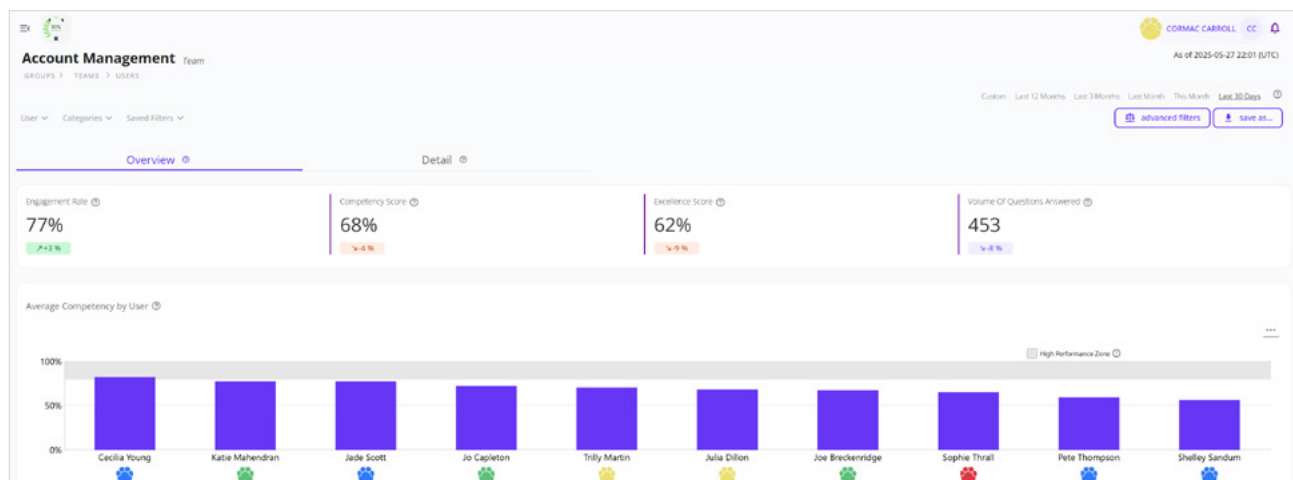
IMA High Profile, according to results from questionnaire, available on the user dashboard.



All colour profiles, available on the user dashboard.

TEAM LEADERS

Dashboard View.



iMA

iMA Knowledge Questions

Alongside the iMA questionnaires both team leaders and users will receive a set of iMA knowledge questions:

- Team leaders will receive all questions
- Users will receive a subset of questions

The knowledge questions will reinforce and embed knowledge on the four different colour profiles and the communication preferences of each.

here'."/>

Answered 11-04-2025 09:37

You are cool, independent and competitive. You shape the environment that you work in by overcoming opposition in order to accomplish results. You need to be in control of your situation and you need tangible evidence of progress. What iMA high colour are you?

Get my score →

iMA High Yellow

iMA High Red

iMA High Blue

iMA High Green

Please email any feedback [here](#)

USER EXPERIENCE (TEAM LEADERS)

Can my team see each others iMA High colours?

Team leaders can see the colour profiles of their team members so that they can understand how best to communicate and coach them, individually. Team members will be unable to access the colour profiles of their peers, but this could be shared in a team setting if the team leader feels it is appropriate.

We already use another profiling tool (e.g. Insights or Lumina Spark)

iMA is a simple and scalable profiling solution that can compliment whatever profiling tool you are using. This low cost and scalable approach allows organisations to cascade profiling down to front-line staff, where more in-depth profiling may not otherwise be available.