

# Discover Your Communication Fingerprint

Understand how you naturally communicate in professional settings—and leverage your authentic strengths.



[pass.tedsvoiceacademy.com](http://pass.tedsvoiceacademy.com)

# Behavior, Not Personality.

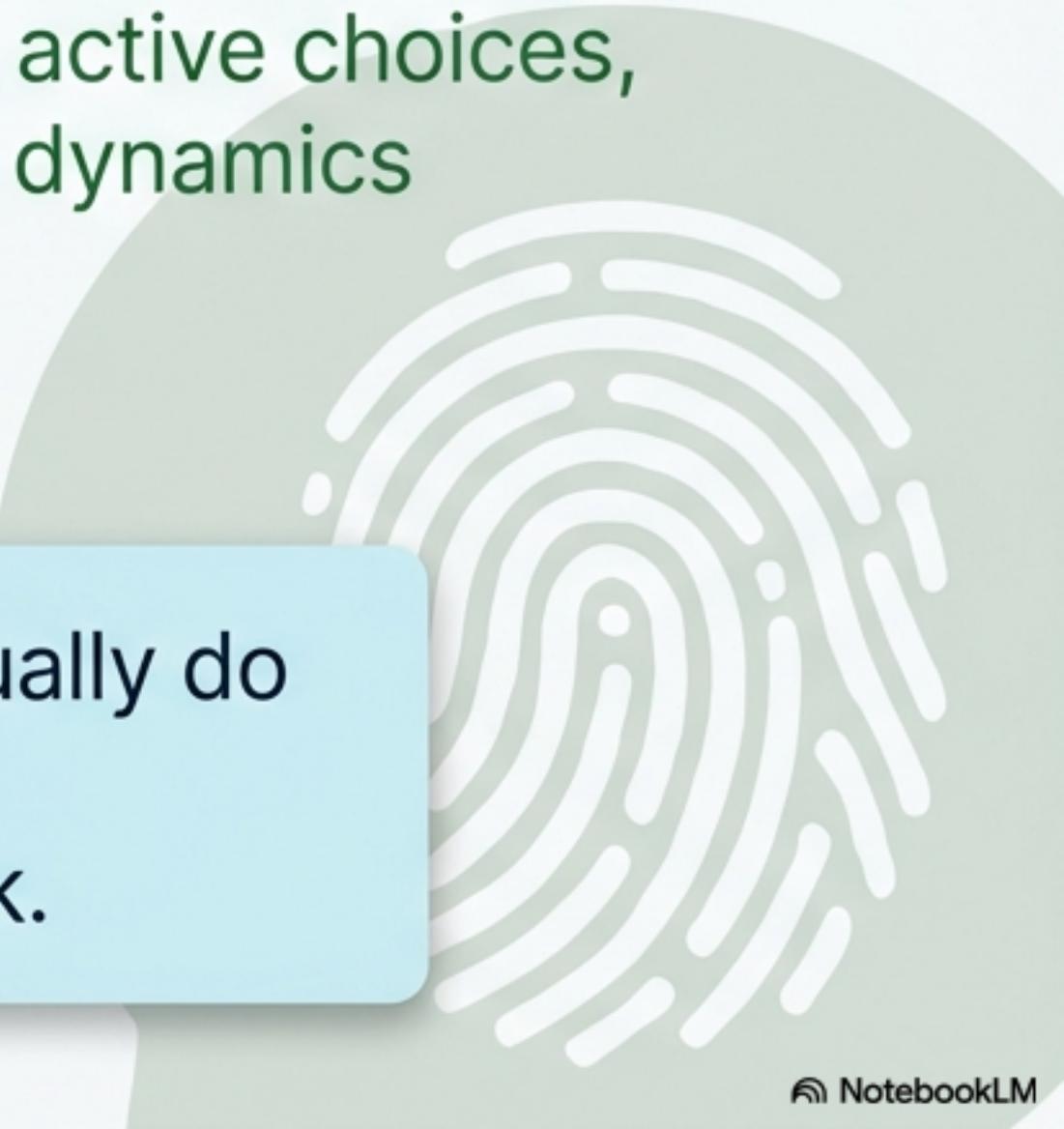
## Who you are.

- Identity, static personality traits, clinical psychology

## What you do.

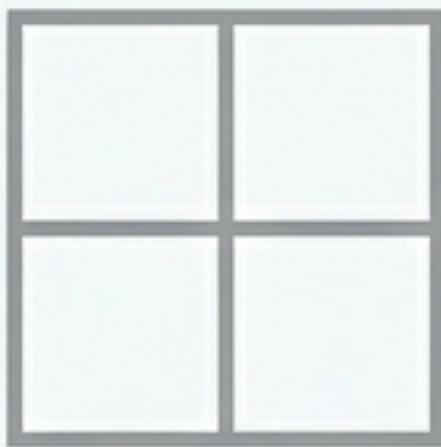
- Observable communication behaviors, active choices, workplace dynamics

The **PASS Profile** captures what you actually do when you speak, listen, decide, lead, collaborate, and navigate conflict at work.

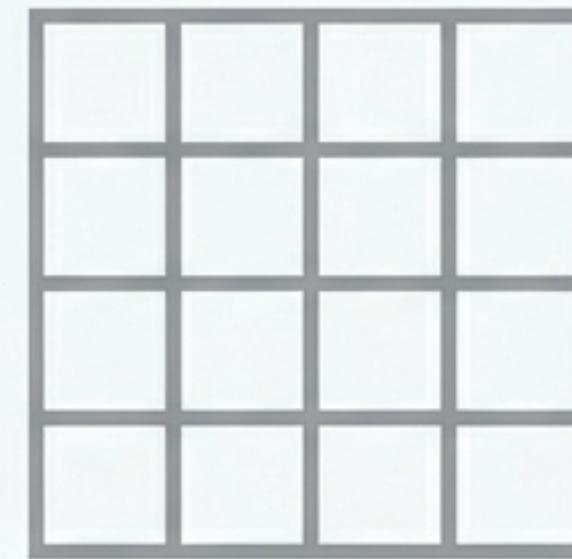


# Beyond the Box

Driven by 60 realistic workplace scenarios producing 240 individual data points, not abstract self-descriptions.



Legacy Tools: ~4 to 12  
Behavioral Types



Traditional Personality  
Tests: 16 Types



**PASS Profile:**  
 **$10^{168}$  Unique Combinations**

More unique combinations than atoms in the observable universe.  
You are not a 'type'—you are a mathematically unique pattern.

# 100% Asset-Based Scoring

Every score is a strength. There are no weaknesses, only different strategic positions on a 0-100 continuum.

**Intentional** (0-35)

**Flexible** (36-65)

**Natural** (66-100)



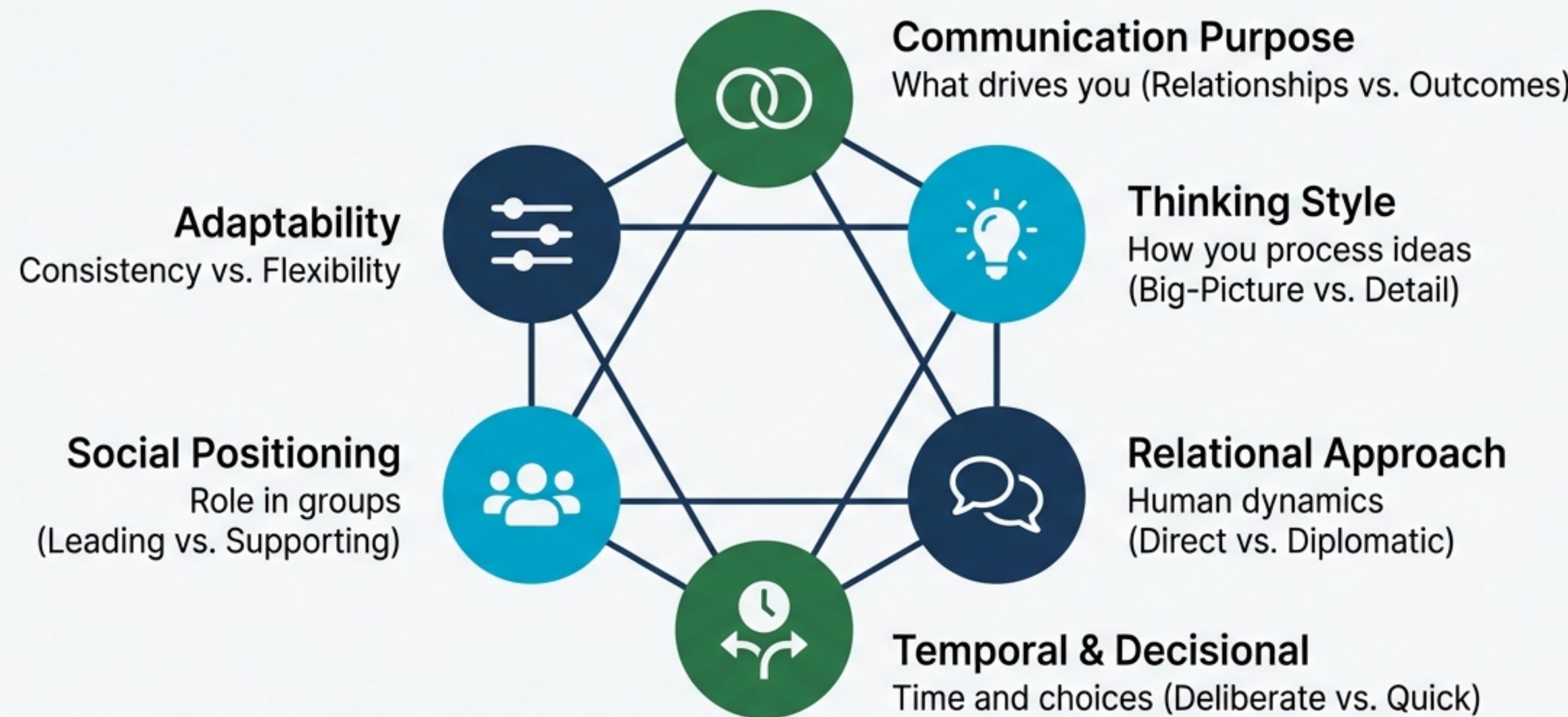
Strategic choice. Requires conscious effort, giving you deliberate control over when to deploy it.

Adaptable versatility. You read the room and adjust based on context.

Effortless execution. Your default setting where you go without thinking.

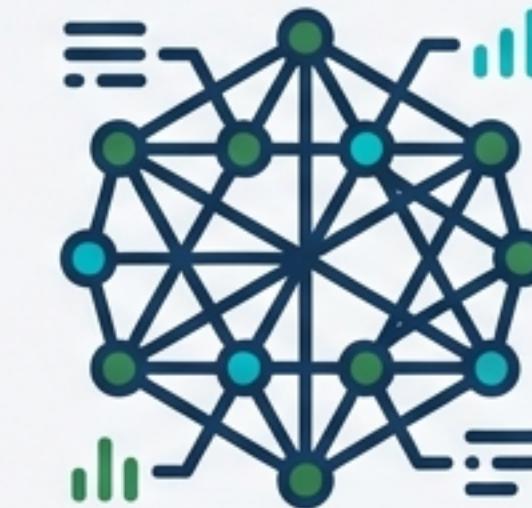
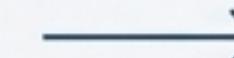
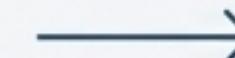
An “Intentional” score isn’t a deficit. It means you choose exactly when and how to use that behavior. That is a strategic asset.

# The 6 Domains of Communication



40 specific traits. One unique fingerprint.

# How the Assessment Works



## Step 1: 60 Realistic Scenarios.

No abstract questions. You respond to actual workplace situations.

## Step 2: Rate Everything.

No forced choices. Rate 4 possible professional responses on a 1-5 scale.

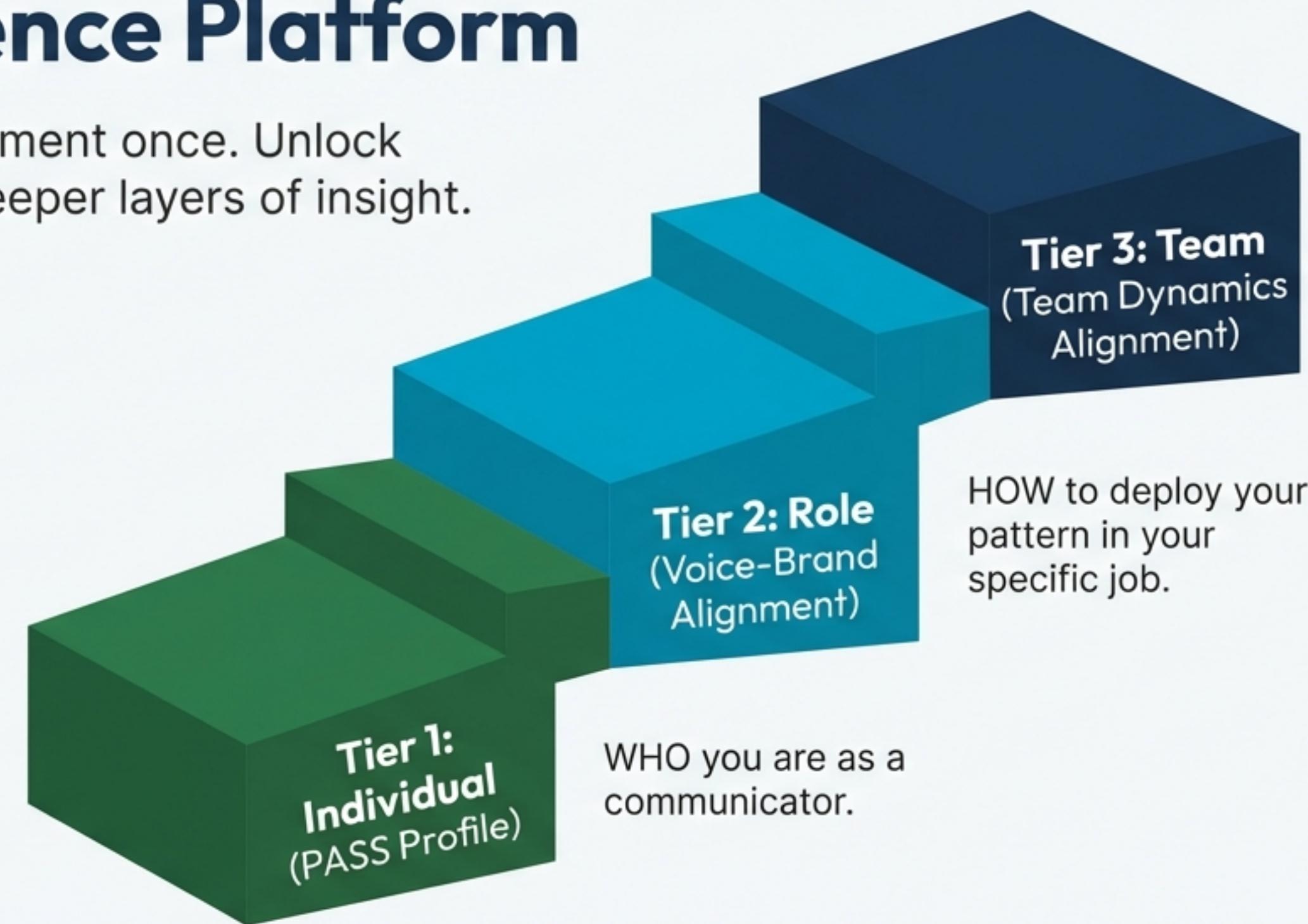
## Step 3: 240 Data Points.

Captures nuance, ambivalence, and tension to build a complete behavioral picture.

Takes 30-45 minutes. Auto-saves on every response. Accessible language for any professional level.

# The Communication Intelligence Platform

Take the assessment once. Unlock progressively deeper layers of insight.



# Tier 1: The PASS Profile Report



**The Blueprint:** A personalized 35-48 page comprehensive PDF delivered in minutes.

**Profile Title:** AI-generated 3-5 word encapsulation (e.g., 'Analytical Bridge-BUILDER').

**The Fingerprint:** Signature 6-axis radar chart mapping your domain scores.

**Top 10 Strengths:** Detailed ranking of your highest-scoring traits and how they interact.

The AI doesn't just describe individual scores. It **examines how all 40 scores work together** to find your **non-obvious strengths**.

# Built for Daily Application



## 90-Day Roadmap

Structured growth plan with 30-day focus and specific daily practices.



## Working With Others

A shareable, first-person sheet designed to give colleagues the “user manual” on how to collaborate with you.



## Career Contexts

How your specific pattern manifests across 15 different professional roles.



## Quick Reference Card

A one-page daily summary of strengths, signature moves, and growth edges.

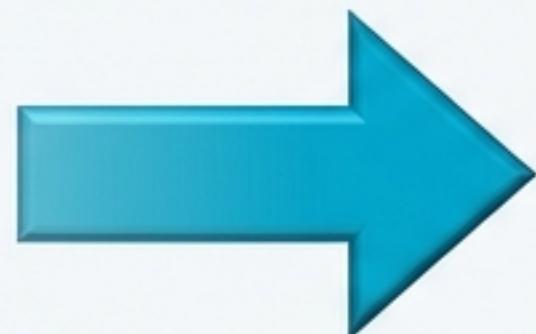
# Tier 2: Voice-Brand Alignment (VBA)

Answers the critical question: “What does this mean for MY specific job?”



## Input:

You provide your Job Title, Industry, and Key Audiences.



## Output:

An 8-10 page custom playbook showing exactly how to deploy your communication fingerprint in your specific environment.

Never repeats your PASS report. This is the pure strategic application layer.

# Inside the Voice-Brand Playbook



- **Communication Brand Statement:** What people experience when interacting with you in your role.



- **Role-Fit Radar:** Visualizing the exact traits that matter most for your specific job.



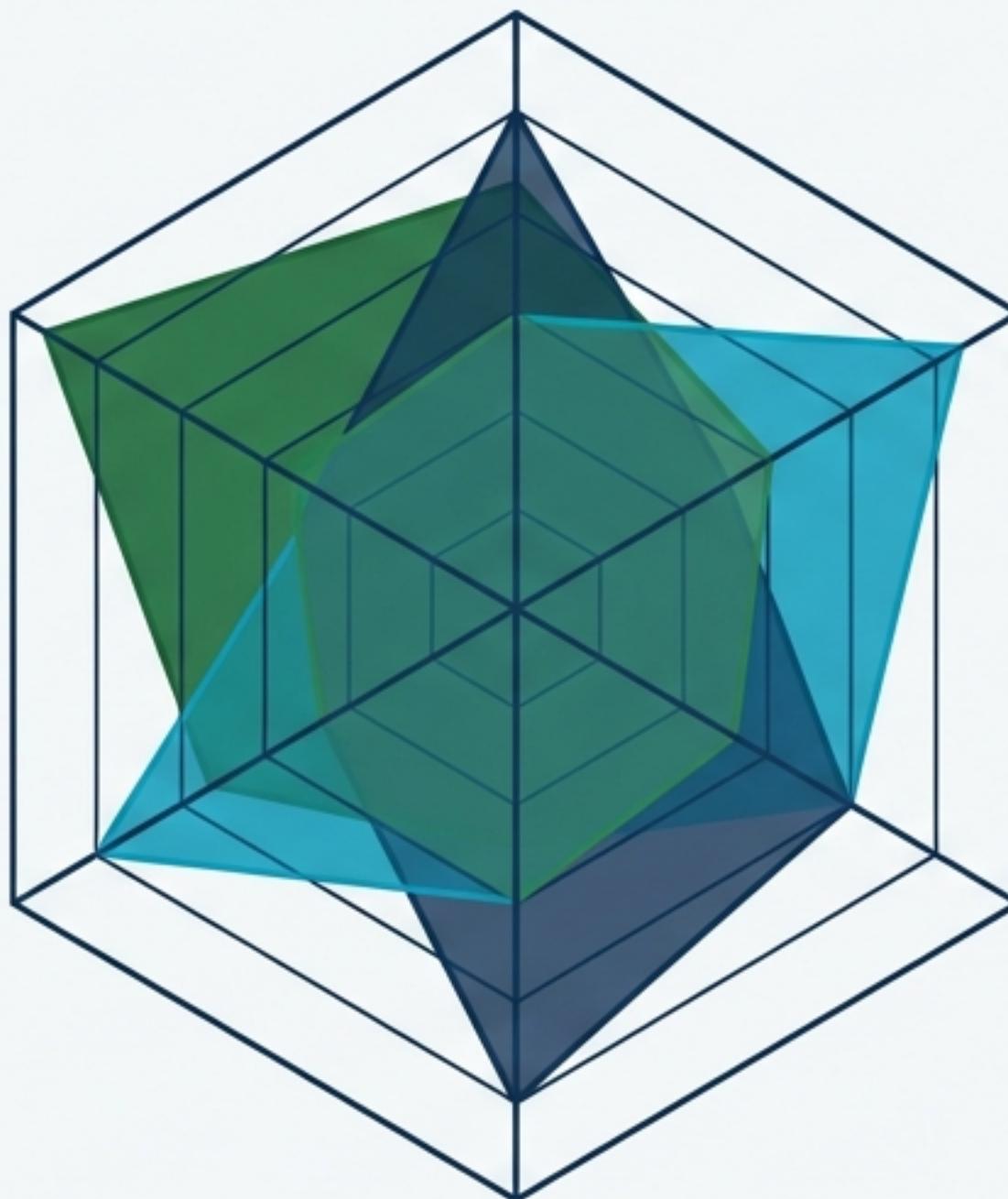
- **Intentional Trait Deployment:** Guidance on exactly when and how to strategically engage your lower-range behaviors.



- **AI-Selected Scenarios:** 5-7 critical communication situations customized to your industry (e.g., 'Discovery Calls' instead of generic 'Meetings').

# Tier 3: Team Dynamics Alignment (TDA)

What emerges when 2 to 12 unique communication fingerprints combine?



## Core Deliverables List

- **Pair Dynamics:** Analysis of how every pair of team members interacts—their connections and differences.
- **Communication Roles:** Identifies the team's natural Initiator, Bridge, Anchor, Catalyst, Harmonizer, and Strategist.
- **Collective Superpowers:** Capabilities that only emerge from this specific combination of people.
- **Working Agreements:** Data-driven conversation starters, not prescriptive rules.

# Who Uses the PASS Ecosystem?



## Individuals & Job Seekers

For self-awareness, articulating strengths in interviews, and personal branding.



## Leaders & Managers

To understand how their style impacts teams and how to adapt strategically.



## Teams & Organizations

For accelerating collaboration, preventing conflict, and building working agreements based on objective data.



## Coaches & HR

As a diagnostic foundation for development conversations and team-building workshops.

# Transparent Pricing & Packages

## PASS Profile

**\$49.99**

The core 60-scenario assessment and 35-48 page comprehensive report.

## The Best Value Bundle

**\$59.99**

Saves \$10

Includes PASS Profile + Voice-Brand Alignment.



## Team Dynamics

**\$39.99 – \$119.99**

Tiered by team size (2 to 12 members).

All reports are personalized PDFs delivered to your email within minutes.

# **Understand how you communicate. Use it on purpose.**

Your communication fingerprint reveals the patterns that shape how you connect, collaborate, and lead. When you understand these patterns, you can leverage them with intention—in any professional context.

**Get Your Profile:** [pass.tedsvoiceacademy.com](http://pass.tedsvoiceacademy.com)

**Questions & Organizational Team Pricing:** [PASS@tedsvoiceacademy.com](mailto:PASS@tedsvoiceacademy.com)

