

Beyond Personality:
**Why BG5® Outperforms
Traditional Assessments**



Which Tool Truly Drives Results?

Choosing the Right Tool: BG5® vs. MBTI®,
DISC®, CliftonStrengths®, Enneagram

Go Beyond Personality – Unlock Your Team’s True Potential with BG5®

Today’s business world is flooded with assessments like MBTI®, Clifton Strengths®, DISC®, and Enneagram.

These tools provide insights into behavior and personality – but often fall short of offering truly actionable, business-specific guidance.

Why? Because they rely on subjective self-reporting and only capture a fraction of the picture.

BG5® the business application of the Human Design System is different.



It empowers individuals and organizations to:

- Align roles and responsibilities with natural strengths.
- Reduce miscommunication and energetic friction on teams.
- Make smarter decisions with confidence and clarity.
- Unlock purpose and fulfillment in the workplace

How BG5® Stands Apart from Traditional Tools

BG5® is the career and business application of Human Design.

It reveals how individuals are wired to make decisions, interact in teams, and create sustainable success — all based on your unique energetic blueprint.

Feature / Focus	BG5®	MBTI®	CliftonStrengths®	DISC®	Enneagram
Based on Birth Data	✔ Yes	✗ No	✗ No	✗ No	✗ No
Decision-Making	✔ Unique & clear	⊘ None	⚠ General	⚠ General	⚠ Emotional
Team Compatibility	✔ Deep synergy	⚠ Typing only	⚠ Individual only	⚠ Limited	⚠ Dynamic only
Energy & Work Style	✔ Personalized	⚠ Behavioral	✔ Strengths-based	✔ Style-based	⚠ Motivational
Accuracy	✔ Objective	✗ Self-reported	✗ Self-reported	✗ Self-reported	✗ Self-reported
Business-Specific Insight	✔ Roles & Timing	✗ None	⚠ Career focused	✗ None	✗ None
Team Dynamics Tools	✔ BG5® Codes	✗ None	✗ None	⚠ Limited	✗ None

What Makes BG5® Truly Unique?

- **Not self-reporting:** Your BG5® profile is based on birth data — not mood or perception — so it's consistent and objective.
- **Conscious & Unconscious:** BG5® reveals both what you know and what you don't, unlocking hidden strengths and deeper purpose.
- **Designed for Business:** Tailored to help you and your team thrive in roles, decision-making, and timing.
- **Other systems focus on surface-level** traits, behaviors, or feelings — which can change and miss deeper drivers.

Other Popular Systems You Might Know

StrengthsFinder®

Identifies your perceived strengths — but the results can shift depending on your current mindset, mood, or conditioning. It doesn't account for unconscious patterns or life themes.

MBTI®

Helps categorize personality types but relies entirely on self-reporting. This can lead to inconsistencies and doesn't capture deeper energetic or unconscious dynamics.

DISC®

Focuses on behavioral tendencies in the workplace, but results are surface-level and can change over time or with experience. It doesn't offer insight into purpose, energy mechanics, or decision-making strategies.

Enneagram

Offers valuable information on motivations and emotional patterns but is based on introspection and interpretation — which can be influenced by self-perception and life conditioning.

**Traditional tools help describe how we see ourselves.
BG5® shows who we truly are — and how to use that to
thrive.**

Why BG5® is the Future of Business

Beyond Personality — Into Purpose

BG5® isn't just another test. It's a transformational framework for aligning human potential with business success.

Here's what sets it apart:

✓ **Objective, not subjective:** BG5® doesn't rely on questionnaires or your current state of mind. Your design remains consistent and accurate over time.

✓ **Conscious and unconscious insight:** BG5® is the only system that reveals both what you're aware of and what's operating beneath the surface.

✓ **Practical decision-making strategies:** Learn how you're wired to make aligned, confident decisions that lead to better outcomes.

✓ **Business-specific applications:** Identify natural talents, ideal roles, work environments, and timing cycles that directly impact team and company performance.

✓ **Deep team dynamics:** Discover how energy flows between team members, where there are synergies, and where gaps may lead to miscommunication or burnout.

In a world that demands authenticity, agility, and precision, **BG5® is the tool that finally bridges the gap between personality and purpose.**

“More than a” personality test”, **BG5® is a revolution in how we understand human potential.”**

ARE YOU READY TO ALIGN YOUR TEAM AND BUSINESS FOR SUCCESS?

Ready to See the Difference?

Whether you're managing a team, building a business, or guiding clients, BG5® offers clarity that other systems can't. Schedule a Team Analysis or a 1:1 Career Design Overview and discover the power of working in alignment with your true nature.

CONTACT US:



www.bg5businessinstitute.com



office@bg5businessinstitute.com