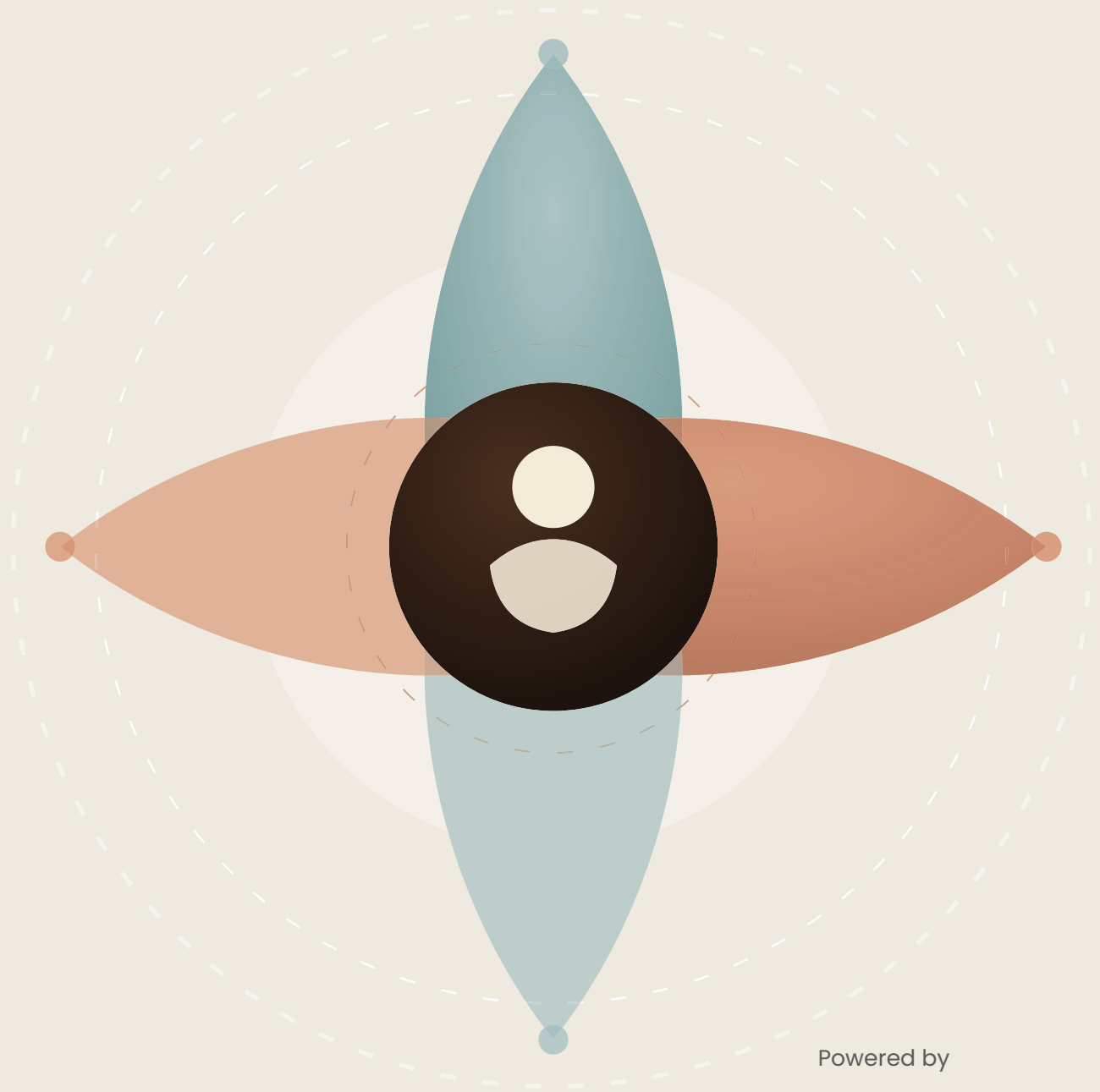


# HUMAN ESSENTIAL ASSESSMENT

Discover what makes people truly perform.



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# Discover What Makes You Truly Irreplaceable.

In a world reshaped by AI, the most valuable asset isn't a skill set. It is your essential humanity.

The **Human Essential Assessment (HEA)** is a research-grounded, professionally validated tool that surfaces the foundational human capacities behind sustainable performance. Built for individuals, teams, and organisations across the APAC region and beyond.

*"Development that starts from self-knowledge compounds. Development that starts from displacement is remedial."*



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# Why Now Has Never Mattered More.

## The Question AI Is Asking About You

Artificial Intelligence is not coming for your job title. It is coming for the tasks inside it: the ones you have been measured on, rewarded for, and built your professional identity around.

What AI cannot replicate is far more interesting:

The depth of **human perception**

The **judgment** that reads a room before the data does

The capacity to **make meaning** where none yet exists

The ability to **keep learning** as the landscape keeps shifting.

Most professionals today have competency scores. They have performance ratings. **What they do not have** is a clear-eyed, research-backed picture of which of their capacities are genuinely durable, and which are at risk.

**That is precisely what the Human Essential Assessment surfaces.**

Not to tell you what you are.

To show you **where you are strongest** as the landscape shifts, and **where your most valuable development lies**.

The Window Is Open.

**It Won't Stay That Way Indefinitely.**

The organisations and individuals who understand this now will be in a fundamentally different position to those who wait. This is not a warning. It is an **opportunity**.

# What Is the Human Essential Assessment?

Built on What Humans Actually Need to Thrive

The Human Essential Assessment (HEA) goes far beyond traditional competency frameworks and personality labels. It surfaces the **foundational human capacities** that determine whether people and organisations are truly equipped to grow, adapt, and lead in complex environments.

The HEA is built on **three interlocking research streams**:



## Jungian Type Theory

Rooted in Jung's original 1921 work on psychological types, rather than its later derivatives, the HEA captures how you naturally orientate yourself to the world and make sense of it. Not a fixed identity or a personality label, but a **living map** of how you take in information and evaluate it.

The assessment identifies two independent axes:

- **How you gather information:** through what is concrete, present, and observable (**Sensing**), or through what is abstract, patterned, and possible (**Intuition**)
- **How you evaluate that information:** through objective, logical analysis (**Thinking**), or through values, relationships, and human impact (**Feeling**)



## Learning Agility

Learning agility research tells us whether and how effectively you can develop beyond your natural orientation. That distinction is what makes the difference between **development that feels good** and development that **actually matters** – right now.



## AI Capability Mapping

The Anthropic Economic Index and AI adoption research map the capability boundary with enough precision to make genuinely strategic development decisions. Together, these three streams answer the question no single framework can answer alone.

# What the HEA Delivers

Three Levels of Insight.

One Cohesive Framework.



## Individual Insight

Uncover personal patterns, strengths, and growth edges with **clarity and compassion**, entirely free from labels. Understand your own human orientation deeply enough to know where to invest your development and why it will hold.



## Team Alignment

Understand the collective human essentials your team brings, including where **shared blind spots** may be limiting your collective performance. Effective change communication must be mapped to the actual orientation profile of each team, not applied uniformly.



## Organisational Readiness

Assess whether your **culture and leadership environment** nurtures or suppresses what people need to do their best work. The HEA provides a shared language for understanding how different cognitive orientations contribute to and sometimes constrain the organisational life cycle.

# Where Does Development Truly Compound?

Individual Clarity. Organisational Alignment.

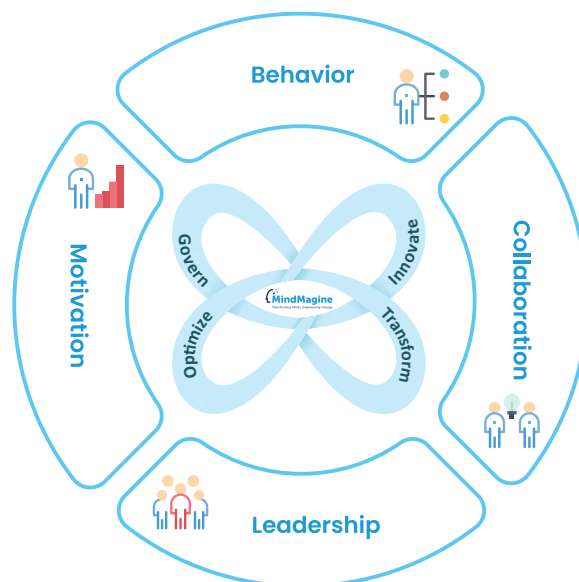
Most organisations invest in training, coaching, or consulting in isolation. Each has value. None of them alone is sufficient to drive lasting transformation.

Real change happens at the intersection of all three. It requires the ability to bring expertise, ask the right questions, and respond in context, in real time, grounded in lived experience. At MindMagine, we call this **Cultivention**. Not consulting. Not coaching. Not training. The convergence of all three, and the point at which development compounds and transformation holds.

For individuals, the Human Essential Assessment clarifies a clear development path. For organisations, it goes further.

It creates a shared language for understanding how cognitive orientations shape, and at times constrain, the organisational life cycle. What must develop. Where it matters most. And why it holds.

MindMagine's **GITO**® (**Govern, Innovate, Transform, Optimize**) approach frames development as a continuous, compounding loop. At its centre are four human enablers: Behaviour Management, Collaboration, Leadership, and Motivation.



The HEA is designed to diagnose and develop each of these, grounded in Jungian type and learning agility.

As AI takes on more analytical and procedural work, advantage shifts to what cannot be replicated: behavioural discipline, collaborative trust, leadership judgment, and intrinsic motivation.

This is what the HEA develops.

### What HEA means for teams and organizations:

Enabler	What It Develops
<b>Behaviour Management</b>	The behavioural discipline, collaborative trust, and intrinsic motivation of your people
<b>Collaboration</b>	Genuine relational and purpose-centred capability
<b>Leadership</b>	The specific relational and purpose-centred work that builds authentic trust
<b>Motivation</b>	What drives people at their core, and how to sustain it

*“For individuals, the HEA clarifies a development path. For organisations, it does something more. It provides a shared language for understanding how different cognitive orientations contribute to and sometimes constrain the organisational life cycle.”*

# Why Choose the Human Essential Assessment?

Rigour. Honesty. A Clear Development Path That Is Yours Alone.

## ③ Grounded in Original Research

The HEA draws on Jung's original 1921 theoretical work, not later derivatives, combined with the science of learning agility and rigorous mapping of AI capability across occupational domains. This is not repurposed methodology. It is purpose-built.

## ③ Practical, Not Theoretical

The assessment does not stop at insight. It builds a development path grounded in exactly where you are today, equipping participants with **practical skills** and a strong theoretical foundation for on-the-job application.

## ③ Designed for a Moving Target

Capability frameworks and training catalogues are not built for a shifting landscape. The HEA is. It is designed to help organisations answer the question that has fundamentally changed: *not what do we need to train people in, but what do people need to develop that AI cannot replicate.*

## ③ Behaviour Change You Can Measure

Behaviour adoptions are tracked through observable metrics, not self-reporting. The HEA establishes a pre-to-post measurement framework that makes behaviour change legible at both the individual and team level.

## ③ 100% Human-Centred

In a world of algorithmic assessments, the HEA keeps the human at the centre. Every insight is designed to be compassionate, clear, and actionable.

## By the Numbers:

**25+**

Years of practice  
behind MindMagine's  
methodology

**25+**

Countries where  
MindMagine has  
delivered programmes

**100%**

Human-centred  
design

# Who Is the HEA For?

For Individuals, Leaders, and Those Who Develop Them.

## If You Are **Navigating This Personally**

You are not looking for another tool to add to your toolkit. You are looking for **genuine self-understanding**, a clear-eyed picture of where your human capacities are strongest and where the most valuable investment of your development energy lies.

The HEA gives you that. With rigour. With honesty. And with a development path that is yours alone.

## If You **Lead People or Develop Them**

You already know that the question your organisation needs to answer has changed. Generic training catalogues and one-size-fits-all capability frameworks are not built for the environment you are operating in.

The HEA helps you:

- Identify which human capacities your teams currently bring, and which are underdeveloped
- Build development strategies that are **strategic, not remedial**
- Create organisational cultures that **nurture rather than suppress** what people need to perform

## If You Are **an HR Leader or Coach**

Join a growing community of HR professionals, learning and development leaders, and executive coaches who are using the HEA to **move beyond personality labels** and into genuine, measurable human development.

# What Makes This Different From Other Assessments?

Traditional Assessments	Human Essential Assessment
Personality labels and fixed identities	A living map of cognitive orientation, not a fixed identity
Competency scores and performance ratings	A clear development path rooted in what is genuinely durable
Generic frameworks applied uniformly	Tailored to your actual orientation profile
Development that feels good	Development that <b>actually matters</b>
Self-reported behaviour tracking	Observable, measurable behaviour metrics

# Ready to Discover What Is Essential?

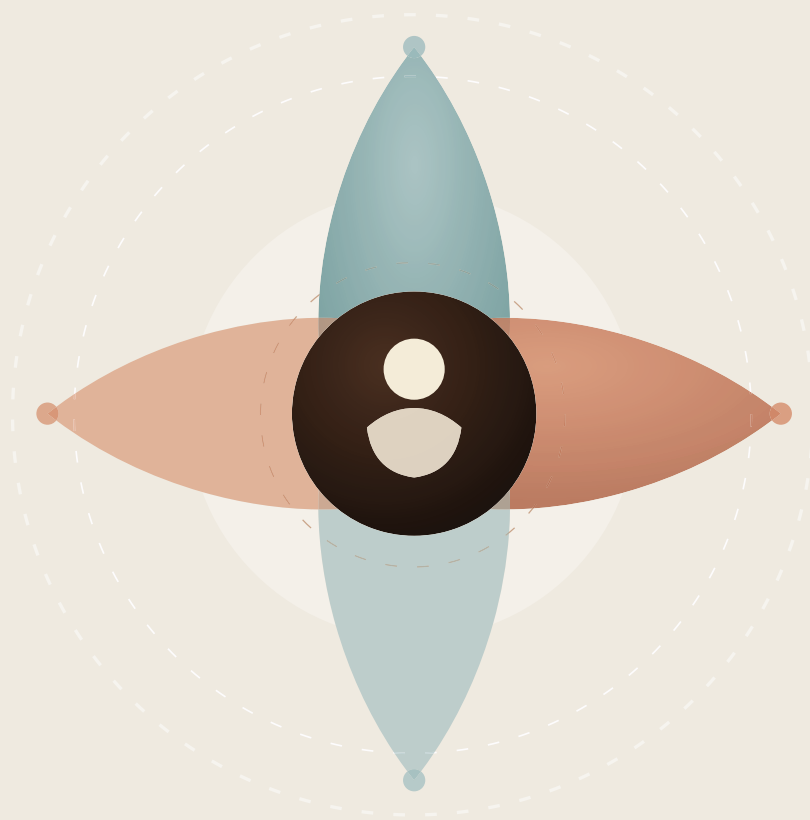
Be among the first HR leaders, coaches, and organisations to access the **Human Essential Assessment** at launch.

The Window Is Open.  
**Take the first step today.**

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