

Inspiring For Over 22+ Years



LEADERSHIP & ORGANIZATION DEVELOPMENT

Assessments Development Coaching

Global Delivery Research Innovative

Inspiration Passion One





Leadership Development Solutions

Researched and Scalable Leadership Development Solutions

Consulting

High Potential Identification

Succession Planning

Top Team Alignment

Organization Alignment

Assessments

Emotional Intelligence

Psychometrics

360 ंs

Development Centres

BEI's

Developmental Journeys

High Potential Development

Women Leaders

Manager of Managers

First Line Leaders

Coaching

One to One Coaching

Team Coaching

Individual Development Planning

Mentoring

Global Delivery Capability

- Algeria, Argentina, Australia, Austria
- · Bahrain, Bangladesh, Belgium, Brasil, Bulgaria
- Canada, Chile, China, Colombia, Cyprus, Czech Republic,
- Denmark, Ecuador, Egypt, Finland, France,
- Germany, Greece, Hong Kong, Hungary
- India, Indonesia, Iraq, Republic of Ireland, Italy
- Japan, Jordan, Kenya, Kuwait, Lebanon, Lithuania, Libya
- Macau, Malaysia, Mauritius, Mexico, Morocco, Myanmar
- Netherlands, Nigeria, Norway, Oman
- Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia
- Saudi Arabia, Serbia, Singapore, South Africa, South Korea
- Spain, Sweden, Switzerland, Syria, Tanzania, Tunisia, Turkey
- Ukraine, United Arab Emirates, United Kingdom, United States
- Venezuela, Vietnam, Yemen.





Value Proposition

Business results focus

Solutions grounded in research

Innovative, contextualized & sustained solutions

Talented certified consultants with diverse backgrounds

Global delivery capability in 50+ languages and project management expertise









Leadership Assessment and Development Framework

InspireOne | IBM's 30 years research shows that assessment of the Leadership Potential is a combination of Preference and Capability Assessment



understand Nature as personality,

These are fixed from an early age.

preferences, values and motivations.

LFADFRSHIP POTENTIAL ASSESSMENT

NATURE

NURTURE

Capability Assessment (Nurture): By Nurture we mean the Technical skills, managerial know-how and High-Performance Behaviours. These can all be developed and changed over time.









High Performance Behavior Framework

We believe robust leadership development programs must be based on sound research. We leverage IBM Kenexa's high-performance leadership framework to identify managerial competency gaps and develop impactful initiatives

Thinking Cluster

Developing Cluster

Inspiring Cluster

Achieving Cluster

- Gathering Intelligence
- Generating Ideas
- Accelerating Innovation

- Establishing Trust
- FosteringCollaboration
- Developing Talent

- Influencing People
- Building Confidence
- Communicating Effectively

- Implementing Change
- Improving Performance
- Winning Customers





Leadership Assessment Portfolio







InspireOne's Leadership Assessment Suite

		Nature				
Leadership Level	Development Centres	Situational Judgement Tests	BEI Interviews	360/270/180 questionnaires	Online Nature Assessments	
Senior Leaders	Work shadowing	N.A	360 BEI	360 Degree	Leadership Perspectives Drivers+ Derailers/ (PEQM)	
High Potentials	Executive Development Center	Leadership Insights	BEI	360 Degree	Leadership Perspectives Drivers+ Derailers / Emotional Intelligence (PEQM)	
Manager of Managers	Development Center	Leadership Insights or Leadership Behavioral Assessment (Powered by AI)		270 Degree	Leadership Perspectives / Emotional Intelligence (PEQM)	
First Line Managers / Potential New Managers	Half Day Development Center	Leadership Behavioral Assessment (Powered by AI)		180 Degree	Behavioral Style Profiling	







Nature Assessments

Leadership Preference:

Perspectives is a modern occupational personality inventory based on contemporary neuroscientific research. It measures ten aspects of personality associated with the Big Five and distinguishes between those behaviours that are more stable (i.e. harder to change) and those that are more malleable (i.e. coachable).

Derailers (Dark side):

Derailers is a measure of a person's least flattering personality characteristics, which emerge when they are under pressure; commonly referred to as 'the dark-side' behaviours.

Emotional Intelligence PEQM:

Personal EQ Meter (PEQM™) is an on-line test developed by TMI. The PEQM measures 15 critical components of emotional intelligence. The PEQM™ is administered in conjunction with a comprehensive workbook and full consultation feedback from a specialist TMI emotional intelligence consultant.





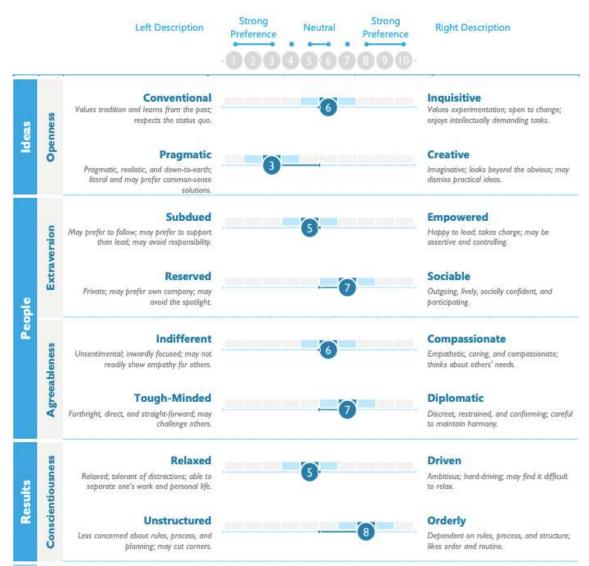
Perspectives P10

		Big Five Factor	Underlying Trait				
icity	Ideas	Openness Cognitive stimulation, intellectual curiosity, and creativity.	Inquisitiveness Intellectual engagement with ideas and challenges. Creativity Creative and artistic engagement.				
Plasticity	ole	Extraversion Social and behavioural stimulation.	Power Power, responsibility, and influence over oneself and others. Sociability Social interaction and engagement with others.				
	People	Agreeableness Social stability and social harmony.	Compassion Empathy, thoughtfulness, concern, and care of others. Diplomacy Maintaining social harmony and adherence to social norms.				
Stability	Results	Conscientiousness Persistence, dependability, and adherence to rules and structure.	Drive Persistence in the pursuit of long-term goals. Orderliness Maintaining order, structure, routine, and process.				
	Resilience	Emotional Stability Resilience, confidence, self-belief and composure in response to uncertainty or perceived threats.	Emotionality Maintaining composure and effectively managing moods and negative feelings. Confidence Maintaining confidence and self-assuredness in the face of challenges or threats.				





Perspectives P10





moving between both styles.

Share the feedback report with Pat and corroborate the results with him before considering any development interventions. Adopt a supportive and balanced approach to ensure observations are supported and accepted.

A balance between being conventional and Much more pragmatic than average. inquisitive. · Confirm this is the case and explore the Confirm he recognises this preference. situations he promotes change. Explore if there have been times when his Discuss upcoming changes with Pat. Explore if approach has been an obstacle or a benefit to his flexible approach influences his attitude task success. towards change. What options for action can he consider to How does this stance benefit or hinder his ensure he doesn't dismiss more creative ability to explore new ideas? options? A balance between following and taking More sociable and outgoing than average. charge. Confirm this observation with Pat. Confirm this observation with him. Explore if he which of these approaches How does a preference for social confidence (assertive versus subdued) is advantageous for support goal achievement for him? goal performance and when. Does Pat recognise any risks from his strength Discuss if he needs support or is willing to of personality, such as perhaps reducing the adopt one style more predominantly than exposure of less outgoing colleagues? others. . How willing is he to remain aware of these risks? A balance between compassion and self-More diplomatic than average. · Check that he recognises and agrees with this Discuss if he recognises this observation. observation. Seek examples of when he has Discuss how this has been a beneficial attribute done both. for Pat. Ensure Pat recognises when getting close or · Explore if this trait may constrain goal maintaining distance enhances role performance achievement or role success; is it possible he or goal achievement. may find it difficult to criticise or challenge Help Pat reflect on what situations require others? compassion and firmness and have him practice



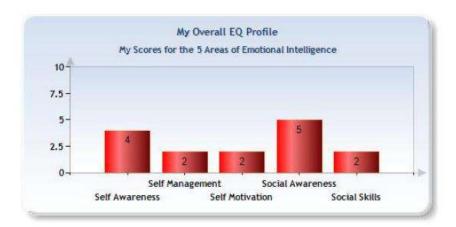


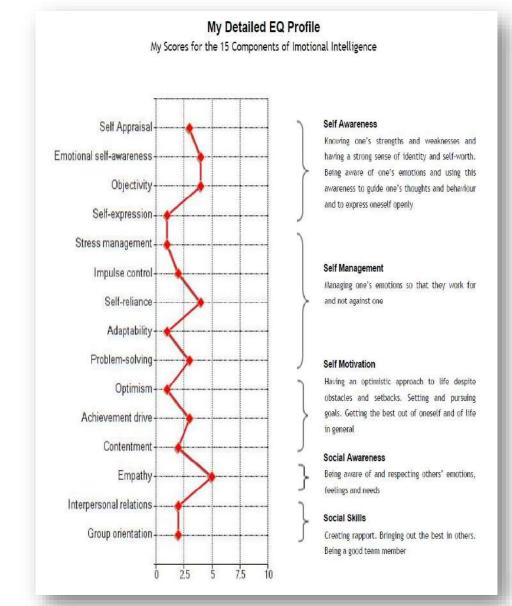
Derailers

C-2					Low Moderate High
Trait	Associated Positive Behaviours	Associated Limiting Behaviours			0000000000
Reserved Preference for being private and independent.	 Being able to work independently of others Preferring a few close friends. Tending to focus on their own issues. 	 Avoiding others and maintaining interpersonal distance. Lacking affection and disinterest in other people or building relationships. Feeling or appearing dejected or glum. 	Reserved	Pat's score indicates a low risk of displaying limiting behaviours associated with being	
Sensitive Preference for focusing on shortcomings and displaying emotions.	 Unlikely to overestimate their likelihood of success. Being better prepared for challenges by bracing themselves mentally for unpleasant possibilities. 	 Having a negative outlook and low self-esteem. Being moody or anxious. Feeling insecure and suspicious of others. 	Sensitive	'reserved'. Pat's score indicates a high risk of displaying limiting behaviours associated with being	3
Competitive Preference for being competitive with others and direct in their communication style.	 Being very goal-oriented. Speaking their mind and standing up for what they believe. Being a tough negotiator who seeks to get the best outcomes themselves. 	 Hostility and aggression towards others. Desire to achieve their goals at any expense and being manipulative in their interactions with others. Self-centeredness, selfishness and little regard for others' opinions and feelings. 	Competitive	'emotionally sensitive'. Pat's score indicates a low risk of displaying limiting behaviours associated with being	8
Adventurous Preference for being impulsive and taking risks.	 Easily adapting to changing plans. Tolerating uncertainty and being be more willing than most to take risks. Look at situations from a broad perspective, rather than get bogged down by process and rules. 	 Having short attention spans and unable to concentrate for long. Being irresponsible and not following through with commitments. Acting recklessly and making rash impulsive decisions. 	Adventurous	'competitive'. Pat's score indicates a moderate risk of displaying limiting behaviours associated with being 'adventurous'.	3
Diligent Preference for being organised and meticulous with a strong sense of duty.	 Being dedicated to work; believing that failure is the result of a lack of effort. Having a strong preference for order and striving for perfection. Being very persevering and meticulous. 	 Being rigid and inflexible. Setting unrealistic targets for themselves and others. Being intolerant of mistakes and view any shortcomings as a failure. 	Diligent	Pat's score indicates a low risk of displaying limiting behaviours associated with being 'diligent'.	
Unconventional Preference for being creative and looking beyond the obvious.	 Offering a unique perspective on matters and considering issues others have overlooked. Seeing connections between ideas not easily apparent to others. 	 Having unusual thought processes and unconventional beliefs. Seeming eccentric to other people. Being unable to explain how or why they did things. 	Unconventional	Pat's score indicates a low risk of displaying limiting behaviours associated with being 'unconventional'.	

PEQM: Emotional Intelligence Assessment













Nurture Assessments

Leadership Insights:

Insights is an engaging way of presenting leaders with real-world job situations using animated vignettes. Each vignette is followed by a series of items which represent ways in which participants could respond to the situation.

Leadership Behaviour Assessment (Powered by AI):

LBA is a customized situational judgement test in which participants have to respond to 8 tough situations. Participants mention their responses to each situation and their responses are assessed by IBM's Watson.

360 Degree Suite:

360 Degree Assessment is based on the High Performance Behaviour Framework and can be customized as per the organizations competency framework.

Development Centres:

Our Development Centres use researched simulations – the most robust ways of assessing capability and measuring future potential. A high level of accuracy is attained through trained, accredited assessors with interrater reliability of minimum 80%. Results are benchmarked against globally relevant norms from leaders worldwide, applicable across 6 management levels starting from the First Time Managers to Global CEOs.





Leadership Insights

The Leadership Insights assessment provides participants with scenarios which portray challenging situations that might leaders face at work. Each scenario is followed by a series of items which represent ways in which leaders could respond to the situation. Participants must then rate the effectiveness of each response.

It measures task and people requirements of leadership roles at a high-level as well as the underlying behavioural areas associated with Thinking, Achieving, Empowering and Directing clusters as outlined in the list below:

		Behavioural Areas
2	Thinking Cluster	Acquiring Info: Gathering a rich variety of information from many different sources about events. This includes seeing issues from many different perspectives to compare options prior to taking action.
Task Requirements	Thin	Generating Ideas: Linking information to form new ideas that explain the underlying sequences and causes of events This includes both creative and analytical thinking that leads to future productivity.
	wing	Proactivity: Designing implementation plans and outlining actions and responsibilities. Plans are produced in anticipation of needs rather than as a reaction to situational demands.
	Achieving Cluster	Continuous Improvement: Setting goals and targets and monitoring progress to improve performance. Targets are focused on adding value for the customer and improving organisational outcomes.
People Requirements	vering	Emotional Awareness: Recognises own emotions as well as the emotions of others. Can regulate their own emotions and can influence the emotions of others in a positive way as required. Makes people feel valued and respected.
	Empowering Cluster	Teamwork: Encourages teamwork and cooperation, goal alignment, flexibility and a willingness act across functional boundaries. Provides staff with the resources, training and feedback to develop their capability.
	Directing Cluster	Confidence: Making your stance on issues clear and securing the support of those around you. Uses persuasive arguments and the goals and interests of others to build support for ideas.
	Dire	Presence: Comportment and poise that contributes to follower alignment. Makes effective and concise presentations and establishing effective communication processes.

Profile Summary

Scale	Match (%)	Xile	Range	Below Average Average Above Average
Leadership Insights Score	72	67	Average	6
Task Requirements	73	53	Average	6
Thinking Cluster	72	51	Average	0
Acquiring Info	78	68	Average	
Generating Ideas	65	34	Average	6
Achieving Cluster	74	56	Average	0
Proactivity	68	41	Average	
Continuous Improvement	80	70	Slightly Above Average	
People Requirements	71	74	Slightly Above Average	7
Empowering Cluster	79	97	Above Average	0
Emotional Awareness	85	99	Above Average	
Teamwork	73	67	Average	6
Directing Cluster	62	22	Slightly Below Average	0
Confidence	58	24	Slightly Below Average	
Presence	67	34	Average	6







Leadership Behaviour Assessment

High Performance Behaviour framework for leaders

Decades of research encompassing thousands of leaders within various industries have enabled a model of effective leadership behaviours; those actions which are highly correlated with superior organizational performance and leadership success. These are summarized in the High-Performance Leadership behaviour model (HPB). The HPB model comprises of 12 behaviours forming four behavioural clusters, providing a rich and in-depth understanding of leadership.





Gathering Intelligence, Generating Ideas and Innovating are the behaviours that make up the Thinking cluster. These behaviours make the highest contribution to an organization's performance in strategy formation, planning, problem solving, analytical decision making, and big picture thinking.



Establishing Trust, Collaboration and Developing People are the behaviours that make up the Empowering cluster. Outstanding leaders seek to understand perspectives, empathise, build trust, build relationships and encourage and develop peoples' talents. These behaviours are essential to improving performance and creating an atmosphere of learning.



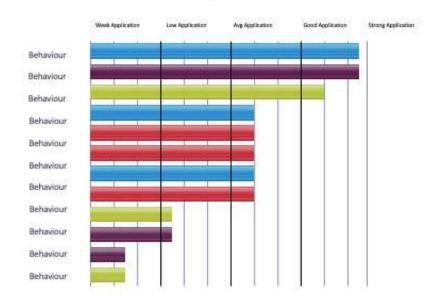
influencing People, Building Confidence and Communicating with Impact are the behaviours that make up the Inspiring cluster. Outstanding leaders inspire and excite. These behaviours relate particularly to building confidence and excitement in a team and are crucial for achieving support for ideas.



Proactivity and Change, Continuous Improvement and Customer Focus are the behaviours that make up the Achieving cluster. These action oriented behaviours are how we break down barriers and make things happen. As leaders, it is our responsibility to ensure tasks are structured, plans and ideas are implemented and we continually improve business performance with the Customer as the focal point.

Your Leadership Behavioural Profile

The rank order graph below indicates the behaviors you apply most to least in the workplace. The High Performance Behaviors are rank ordered based you're your responses to the situations.



INTERPRETATION

The percentage scores above represent your average application of the high performance behaviours for all eight situations. It is possible that your application of a behaviour could be very high in one situation and not so strong in another situation. The summary graph above gives you an idea of your consistency in applying these 12 behaviours.

A higher application of a behaviour implies that you are likely to demonstrate this behaviour more often and more authentically. Such behaviours should propel your performance and role as a leader and give you an insight into your distinct leadership profile

In your development planning consider the following:

 Identify other behaviours that are important for your performance over the next 6-12 months and focus on strengthening and developing these behaviours.







Nurture Assessments: Development Center

Development Centres:

Our Development Centres use researched simulations – the most robust ways of assessing capability and measuring future potential. A high level of accuracy is attained through trained, accredited assessors with inter-rater reliability of minimum 80%.

Typical DC process contains:

- In-Basket Exercise
- One to One Leadership Interview
- Group Presentations
- Individual Strategy Presentations
- Simulations

We follow a 1:3 assessor ratio and ensure that all assessors form an independent of view on each leader.

				SITUATION										
НРВ	IB	1:1	G1	G2	sc	PR	G3	Colum	AV	HR	LR	PP	BEQ	AR
Information Search	3	2	2	2	4			5	2.6	4	2	AV		AV
Concept Formation	3	4	3	3	3		3	6	3.2	4	3	DS		DS
Conceptual Flexibility	3	3	2	3	3		3	6	2.8	3	2	AV		AV
Empathy		3	3	2			2	4	2.5	3	2	AV		AV
Teamwork			2	3			3	3	2.7	3	Ą	AV		AV
Developing People	3	3	2	2	2		2	6	2.3	3	2	А		А
Influence		3	3	3		3	3	5	2.9	3	3	AV		AV
Building Confidence	4	3	3	3	3	3	3	7	3.1	4	3	DS		DS





Development Center: Typical Agenda

		In-basket: A written exercise, for which the participant needs to manage and act upon a number of correspondence items including letters, emails, and voicemails.
		Each item is specifically designed to give the opportunity for the participant to demonstrate specific competencies.
	• Or	1:1 Session: A one-to-one meeting for which the consultant takes on the role of an underperforming direct report and the participant conducts a performance management meeting with them to address specific performance issues.
	•	1:1 Session: A one-to-one for which the consultant takes on the role of a person who is studying the feasibility of implementing the "Leaders Exchange Program" in the region. The participant has to take a decision on whether they would want to implement the program.
DAY 1	•	Group Task: A group meeting situation where the participants, as representatives of different regions within the simulated business, each have a different proposal requiring group funding and need to reach a group consensus on which proposal to take forward. While they need to reach a group agreement, this could also be a competitive group meeting in which the participants' goal is to get support for their own proposal and to convince the rest of the group of its benefits.
	•	Second Group Task: Brand Strategy. A group meeting situation in which the participants are given some information about the sales figures in the Alpha Retail. The participants play the role of the General Management Team who are required to make recommendations which would be presented to the board at the quarterly meeting.
	•	Regional Directors Presentation: The participants play the roles of Directors of the Alpha Technology Regions. Each one is provided information about the customer satisfaction survey in their respective regions. Each one is required to make an individual presentation for 5 mins about the proposal proposed by their region.
	•	Third Group Task: Conflict: This meeting has been designed where the participants discuss their proposals and take a decision on which proposal to go ahead with. This meeting is designed to bring about conflict within the group as the participants are given the instructions to take the best decision for the group.
DAY	•	1:1 Feedback Session: Feedback to participants on the observations of the Development Centre and Leadership Orientation Questionnaire to help them understand their strengths and areas of development.
W 2	•	Action Learning Project: Participants start working on the identification of the Project





Illustrative Client Engagements



Leadership Development Centers for senior leaders Assessments for the senior and mid leaders for automotive business, followed by development planning & execution via learning journey



Leadership Development Centers for Functional Heads



Leadership Development Centers & Learning journey for mid-leaders for developing them to next level



Mid-level leaders for High –potential identification and development journey



Emotional intelligence assessment to identify high potential leaders and subsequent coaching





Illustrative Client Engagements



Assessment & development of identified competencies for mid-leaders at Conduent



Initiative for Leadership profiling for senior leadership team in India using behavioural event Interviews, online questionnaires, 360 feedback and assessment centres. The data was mapped to leadership roles, and customized reports were created.



Leadership Assessment using the Leadership Orientation Questionnaire followed by Leadership Development initiatives.



Validation of the Sapient competency framework, Assessments for the senior leaders, followed by development planning.



Leadership assessments were conducted to assess and build leadership pipeline. Midlevel leadership development centers rolled out, followed by feedback and individual reports. Output was a group report, with a 'High Potential Matrix' graph defining leaders. ready to move into next level of leadership.





Leadership Development Journeys





Our Process

We co-create solutions with you by answering four questions:

Integration

How do ensure sustenance of capabilities?

Inspiration & Implementation

Which type of development methodology and deployment process will be most suitable?



Investigation

What is the business strategy and which future leadership capabilities we need?

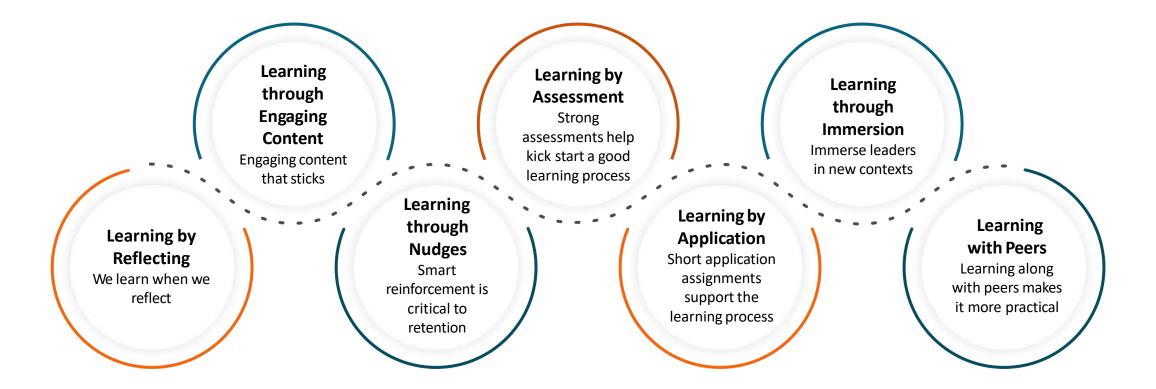
Identification

Which leadership capabilities are well embedded and which capabilities need to be enhanced?





Solution Design Principles







Leadership Development Journeys

We offer end to end leadership development journeys for different levels of management







Stepping Into Leadership

Stepping Into Leadership is our researched journey for New Managers and First Time Managers. This journey focusses on 3 themes:

Role Understanding & Managing Self

- Understanding the role
 of a Manager and
 transition required to
 perform the role
- Enhancing emotional self awareness
- Effectively managing your time and prioritization to perform your role

Enabling Performance Through People

- Giving feedback and having performance conversations
- Follow a structured process for coaching
- Effectively managing a remote team
- Delegate effectively to colleagues

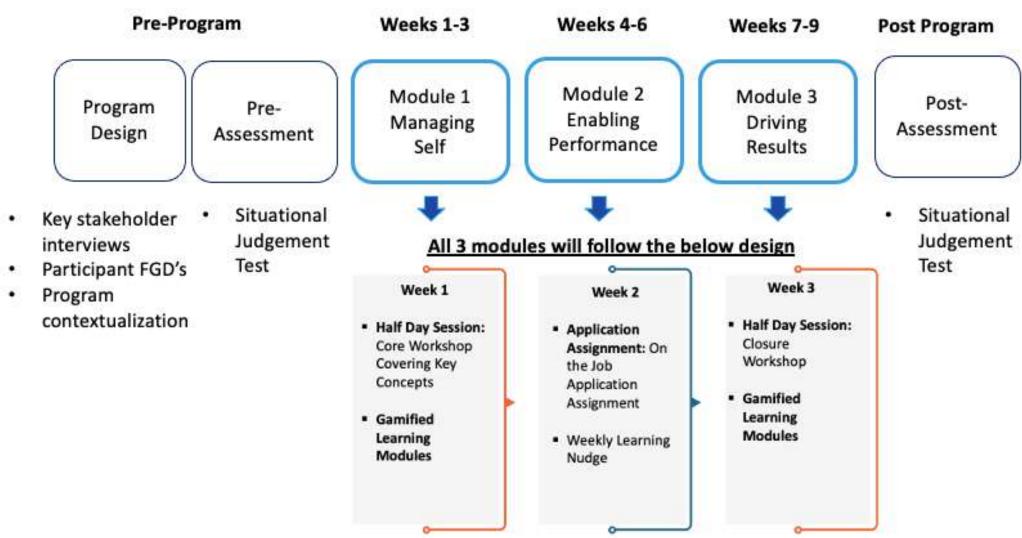
Driving Results

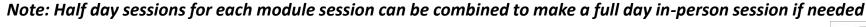
- Setting and driving goals through effective goal setting
- Applying innovative thinking techniques for operational problem solving





Stepping Into Leadership











Maximizing Leadership Impact

Maximizing Leadership Impact is a journey to enable Manager of Mangers to perform their role

Strategic Thinking and Decision Making

- Understanding the changing demands from the role and transitions required
- Developing a strategic perspective on their unit's strategy and how that fits with the overall organization strategy
- Navigating complexity through effective decision making.

High Performing Teams

- Effectively lead and manage large teams
- Follow a structured process for coaching
- Delegate effectively to colleagues
- Adapting your leadership style to team member styles

Collaboration & Influence

- Effectively leading across boundaries
- Influencing and collaborating with multiple stakeholders

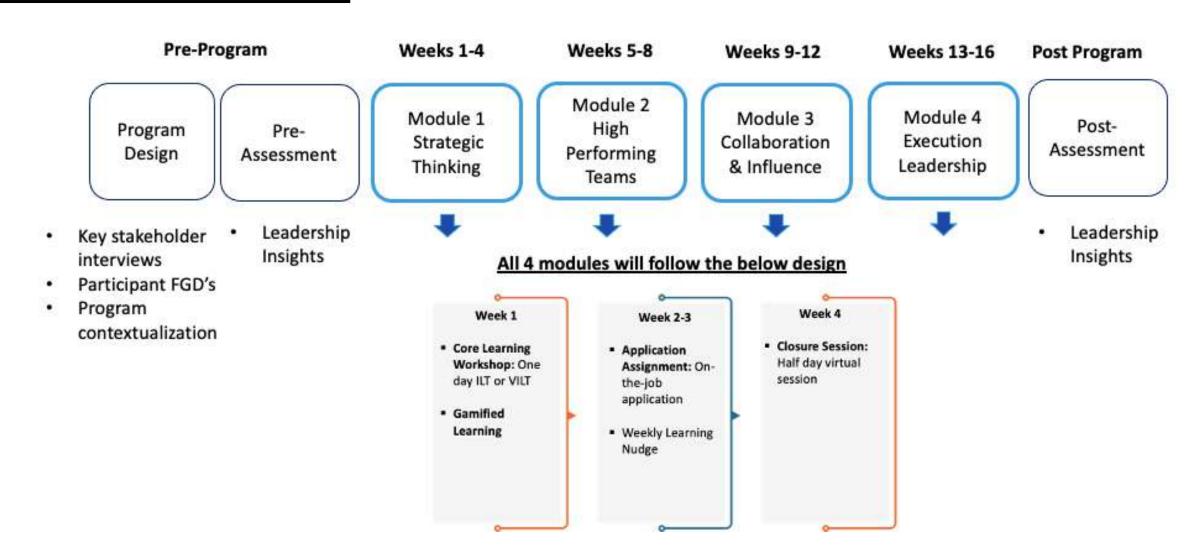
Execution Leadership

- Effectively lead change within the unit
- Create organization alignment and ensure effective strategic execution.
- Foster a high performing culture





Maximizing Leadership Impact







Leading People Effectively

Our award-winning program to build critical people management capabilities. Leading People Effectively as a program covers 3 key themes below. However, you can also choose from any of the other alternative modules as well.

Leading Through Emotional Intelligence

- Understanding the changing demands from role of the Manager
- Managing your own emotions effectively as a leader
- Effectively lead with empathy towards others

Enabling Performance Through People

- Giving feedback and having performance conversations
- Follow a structured process for coaching
- **Delegate effectively** to colleagues
- Adapting your leadership style to team member styles

Inclusion and Virtual Team Management

- Foster an environment of inclusion and psychological safety
- Effectively lead in a virtual and hybrid model

OR

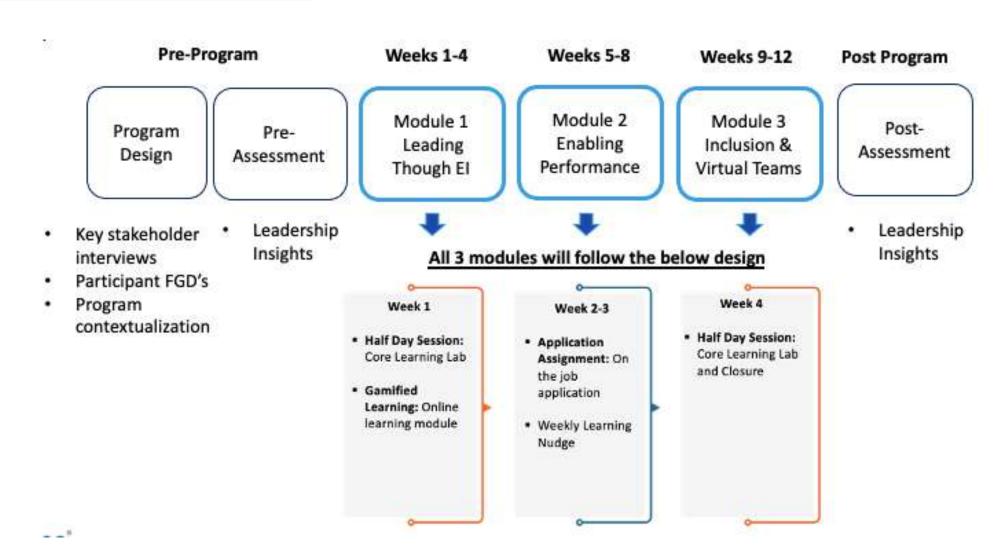
Alternative Modules:

- 1. Inspiring Engagement
- 2. Driving Change
- 3. Influencing Stakeholders
- 4. Effective Hiring
- 5. Career Conversations





Leading People Effectively

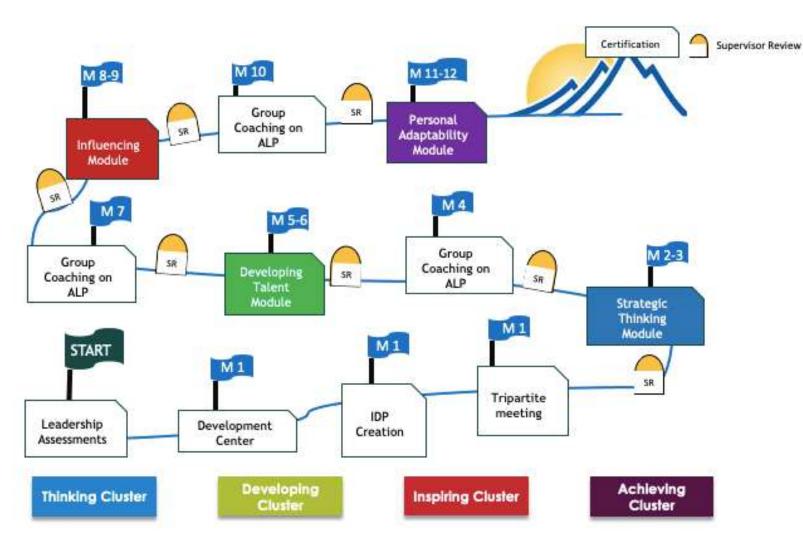


Note: Half day sessions for each module session can be combined to make a full day in-person session if needed





Building Leadership Capital-High Potential Program



Building Leadership Capital:

- 10-12 months journey for high potential leaders
- Journey begins with assessments and IDP creation
- Each participant identifies a business project
- Participants go through group learning sessions on all the 4 clusters and ongoing group coaching sessions.





Illustrative Client Engagements

Deutsche Bank

Leadership assessment and development initiative for VP's and AVP's



Assessment and development of high potential leaders. Role based leadership journeys for international and domestic sales organization.



Leadership development programs for high potential n-1 and n-2 leaders



Development and delivery of first time manager program



Designing and delivering customized intervention for transitioning leaders



Managerial effectiveness initiative for 800 global leaders



Managerial effectiveness initiative Middle Managers



Mahindra

Leadership development journey for

platform heads. Top team alignment

sessions for various business verticals.

Leadership assessments for high potential

Development and delivery of programs for Manager of Managers and for New Managers



Leadership development programs for sales leaders in n-1 and n-2 level



Managerial effectiveness initiative for 300 global leaders



Leadership assessment development of high potential senior leaders



leaders.



Leadership Coaching





Leadership Coaching: Our Value Proposition

- Member of Association of Coaching
- •Two decades of experience and expertise in leadership.
- Varied Industry Experience.



PSYCHOMETRIC ASSESSMENTS

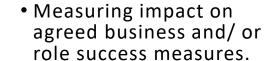






BUSINESS IMPACT

- High-Performance Behaviors Framework.
- Wide Spectrum of validated Nature & Nurture Assessments.
- Diverse business and people leadership experience.
- Extensive coaching experience.
- Certified for coaching.





QUALITY ASSURANCE PROCESS SANCTITY

- Coach- Coachee mapping vis experience, expertise, and style.
- Coach supervision process.
- Process consistency.



BLENDED APPROACH

- In-person and virtual.
- Supernova ALP™ technology platform for support, feedback, and tracking progress through the process.





Our Process

Coach to adhere to an accountability process
Participants to update and review CDP periodically
Supervisor to provide support and guidance to the participant





Case Studies

Case study 1

Objective

The initiative intended to effectively develop competencies required for larger and more challenging roles in line with the organization's growth plans. The leaders were expected to deliver sustainable high performance and inspire performance from their teams towards organizational growth

Solution

Leadership Preference and EQ profiling.

1:1 coaching on specific High-Performance Behaviors for leaders identified by the CEO and the leaders for focused roles and business impact

Impact

Business linked goals achieved by 60 percent of the participants and linked behavior capability development

Case study 2

Objective

The Global Knowledge center had defied growth expectations. The CEO's first line were to be groomed for global roles and for further expansion

Solution

Assessments and coaching of senior leaders and potential successors

Impact

3 leaders moved into expanded national roles with large teams to manage.

2 leaders were selected for larger regional roles





Thank You

Team InspireOne



"Without inspiration the best powers of the mind remain dormant. There is a fuel in us which needs to be ignited with sparks."

- Johann Gottfried Von Herder

