

Leadership Development for Public Health Professionals



UMEMBA
 HEALTH

About B.A.N.K.

B.A.N.K. is a simple, personality-based system that shows you how to **pinpoint anyone's personality type in just 90 seconds.**

B.A.N.K. then gives you the universal formula to use that information to communicate better with others and **increase your influence and impact by up to 300%.**

The B.A.N.K is methodology is:

- Personality based
- Profit focused
- People centered
- Purpose driven



B.A.N.K. classifies people based on four categories of behavior (**B**lueprint, **A**ction, **N**urturing, and **K**nowledge).

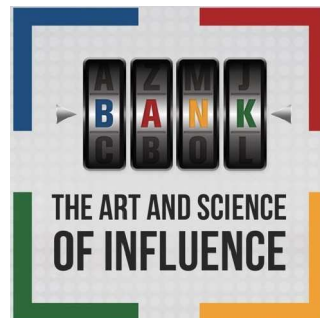
Using B.A.N.K. allows you to **"type" people based on their values and personality** in less than 90 seconds and **without a tedious formal assessment.**

After you "type" someone, you can use the proven B.A.N.K. communication formula to adjust your language to appeal to their personality behavior. This means others will be more willing to listen to what you have to say, **increasing your influence and impacting their actions.**

Unlike DISC, Meyers-Briggs or the many other personality typing systems on the market. **B.A.N.K. allows you to learn deeper insights about others, not just yourself.**

B.A.N.K. **cracks the code** to discovering the right words to say to improve relationships with clients, colleagues, partners, stakeholders, and community members!





<h1>B</h1>	<p>B IN B.A.N.K. STANDS FOR</p> <h2>BLUEPRINT</h2> <p>B types like Stability, Structure, Systems, Planning, Processes, Predictability, Responsibility, Duty, Rules, Credentials, Titles, and Tradition.</p>	
<h1>A</h1>	<p>A in B.A.N.K. stands for ACTION</p> <h2>ACTION</h2> <p>A types like Freedom, Flexibility, Spontaneity, Action, Opportunity, Excitement, Attention, Stimulation, Competition, Winning, Fun and Image.</p>	
<h1>N</h1>	<p>N in B.A.N.K. stands for</p> <h2>NURTURING</h2> <p>N types like Relationships, Authenticity, Personal Growth, Significance, Teamwork, Involvement, Community, Charity, Ethics, Harmony, Morality, and Contribution.</p>	
<h1>K</h1>	<p>K in B.A.N.K. stands for</p> <h2>KNOWLEDGE</h2> <p>K types like Learning, Intelligence, Logic, Self-Mastery, Technology, Research and Development, Science, Universal Truths, Expertise, Competence, Accuracy, and the Big Picture.</p>	

Make People Matter

The Make People Matter campaign was created by Codebreaker Technologies, creator of the B.A.N.K. methodology.

At Umemba Health, we use B.A.N.K. to help individuals and organizations **optimize influence and impact** to **improve communication skills, foster genuine connection, strengthen relationships, and advance leadership competency.**

In the Public Health industry, connections are pivotal to personal and professional success and to truly make people matter means **making them feel seen, heard, loved, valued, and appreciated.**

Through the B.A.N.K methodology, we empower public health professionals with the knowledge and strategies required to elevate their interactions with others and make lasting impact.



Influential Leadership in Public Health

Umemba Health provides engaging and transformative workshops, toolkits, and coaching services designed to enhance communication skills, cultivate strong relationships, and amplify leadership that drives positive change and impact both internally and externally, and with on goal in mind; to **MAKE PEOPLE MATTER.**



Influential Communication

Effective communication allows you to connect quickly with others to build trust and rapport, among other things. Ensure your messages resonate with influence by adapting your language to the needs of the recipient.



Influential Relationships

Better working relationships and strong partnerships are essential for fostering genuine connections and meaningful collaborations that drive positive change within organizations and communities.



Influential Leadership

The ability to lead with influence is paramount to inspire trust, boost morale, increase productivity, and cultivate collaboration. Influential leadership understands the role of value in influencing others.

Ready to Make People Matter?

Crack Your B.A.N.K Code



Crack Your B.A.N.K Code to get your free values-based personality assessment and a member of our team will contact you!

