

ACT SHEET

FACT SHEET



LifeTraits® is a multi-media innovative marketing company operating businesses centered on design publishing, training, integrated marketing and interactive media.

Our headquarters are in Fort Collins, Colorado.

LifeTraits® official web site, as well as a listing of all LifeTrait- related sites, is located at www.concept360.com.

LifeTraits are registered trademarks of Concept360.

LifeTraits® Quiz

The 20 question, interactive quiz provides results to understand how personality connects with products and environment.

LifeTraits®



LifeSpace Design

"As I have entered peoples' homes, I have also entered their lives and experienced their life spaces. I am in awe of how amazing these clients are. They have offered their experiences and their trust. From that we all continue to learn about our environments. My friends and my clients have taught me so much. They have encouraged me to share my experiences. The lessons I have learned in my design work are here for you."

—Polly



Innovative Design/ Customer Service

Translate customer preferences into product selections and sales

Licensing

LifeTraits materials provide an innovative way to connect customer's preferences to product selections and sales. Companies have licensed LifeTraits to help connect with their customers in showrooms, storefronts, health clubs, properties and websites. With LifeTraits time with customers is more productive and targeted.

LifeTraits Data

Product and Design data specific to LifeTraits psychometrics reported quarterly, identifying buyer preferences, purchasing tendencies and market trends.

Showroom/ Store Product Display

Merchandising and color palettes identified by LifeTraits to personalize the buyer's experience and translate customer preferences into product selections and sales.

Personal Appearances

Polly, author and creative director, appearing on Meredith's Better TV, presents keynotes, workshops and retreats for groups of all sizes to facilitate team-building, co-branding and marketing.

Video Production

Production company provides customized concept, visual and text development for custom edited video. Created to educate and enhance customer experience.

Interactive Tours

Connect your client with interactive iPod tours to provide a personalized experience that translates into customer satisfaction, referrals and return visits.

Training

Train your staff to offer personalized customer service and engage your clients, offering a memorable buying experience.

Book Publishing

LifeTraits publishes Creating Your LifeSpace®, books and product guides focused on design for the personality. With over 3,000 sites and Nationwide showrooms. LifeTraits® taps into the passionate interests of women. Our portfolio includes HunterDouglas, Nationwide Flooring and Window Coverings, Eheart Interior Solutions, The Group Real Estate, Stoner Construction, The Fort Collins Club, Alliance Airlines and more.

LifeTraits®



DISCOVER YOUR DESIGN PERSONALITY

ASID Industry Partners Books at Barnes and Noble, Borders, and Independent sellers nationwide.
Colorado Talking Books, Habitat for Humanity DISC, TTI Partnership LifeTraits database, Phoenix, AZ

Concept360®

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About Polly



“GRASP ALL YOUR OPPORTUNITIES TO FIND OUT WHO YOU ARE, WHAT YOU WANT TO BE , AND HOW YOU WANT TO LIVE .”

LifeTraits®

Polly Zeleny, President and Creative Director

Polly founded Concept360 in 1998 based on her pioneering idea that understanding a person's personality is the key to successful design. Polly is the creator of the LifeSpace® series and LifeTraits® quiz, a personality-based process for meeting individual needs through carefully balanced design. Her creations cover the spectrum from commercial to residential environments and products. She has worked for Walt Disney MGM Studios and has studied Feng Shui under master Joseph Yu. Today Polly travels throughout the country consulting and presenting workshops for developers, designers, selection centers, and their customers. Polly holds a BA in theatre & design from the University of Colorado and is CAPS certified through NAHB.

Polly Zeleny's work as an author, ASID industry partner and publisher for her design firm gives her experience and a strong understanding of how personality affects design and merchandising. Creating Your LifeSpace® is available nationwide through Barnes and Noble and provides the basis for the Jungian study of personality through design. The LifeTraits® quiz, developed and tested over a period of six years, is DISC validated.

Designer and speaker Polly Zeleny provides training for organizations in corporate America. Her clients include Village Homes, IBM, The Group Real Estate Company, Home State Bank, Hospice, Group Publishing, Stoner Development Company, Hunter Douglas, Poudre Valley Hospital, Curtis Strong Low Vision Center, Netvion, Front Range Internet, Inc., Covenant Healthcare, and Alliance Airlines. Her presentations are remembered for their content – personal connection with hands-on application and strategies while providing tools for design, branding, and customer service excellence.

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