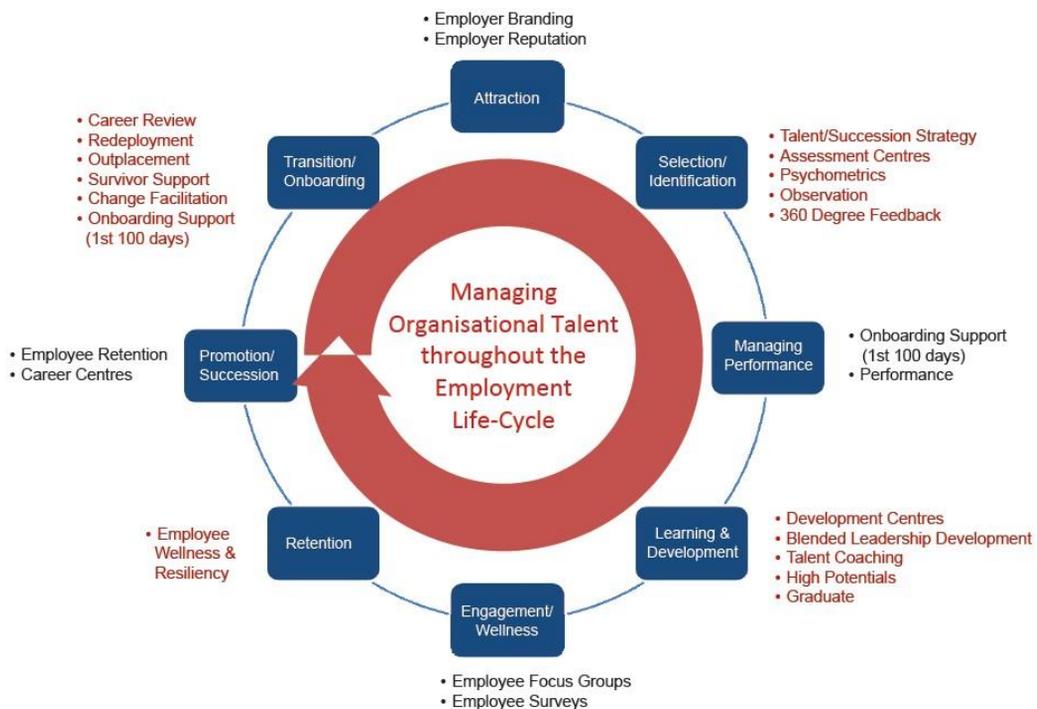


# Partnering To Execute Your People Strategy

With Genuine Expertise



**Partnering to deliver:** Employer Branding, Development Centres, Leadership & Management Development, Exec Coaching, ILM Accredited Coaching, Change Solutions, Assessment, Psychometrics, Career Review, Outplacement & Career Transition, 360 Feedback, Engagement – Wellness – Resilience Facilitation, Retail Store Sales Improvement, Sales-Call Centre 'Best of the Best' Programmes.

**hda** is a shareholder in and founder member of CareerNet International (CNI) & OI Partners, a network of career transition management and outplacement firms across Europe, North America, South America, Asia and Australasia.



## 1. Executive Coaching & Mentoring

Helping ambitious and high-performing individuals, senior managers as well as high-potential professionals to support them progress both their professional and personal development. Our coaches act as an executive coach, mentor, career advisor and all-round sparring partner.



COACHING

## 2. Leading Organisations & Teams To Award Winning Performance

A bespoke integrated solution to facilitate lasting change, engage your people & embed fresh working methods & behaviours at all levels.

A major challenge for leaders and managers today is lack of time to think and do things differently. With day-to-day operational tasks and a focus on short-term results rather than strategic innovations taking up all their time, what then about securing the future? What do they do when the environment changes? What do they do when ineffective approaches & behaviours will no longer do?



Perhaps in your current situation you:

- Require an injection of creative thinking to deliver a commercial end result
- Need more productivity and performance from your employees?
- Have to deliver organisational objectives with limited resources?
- Create an environment where people have the confidence to 'make things happen' and 'take measured risks' to deliver results
- Need a working approach where the collective team effort delivers more than the sum of the parts
- Are looking to raise self-awareness within individuals and teams around the true impact of what they do

For board executives, senior leaders, management, individuals & project teams.

## 3. Leader As Storyteller

### Connecting With Audiences Through The Power of Stories

Employees remember stories long after they've forgotten statistics. Stories are memorable because they reflect life, are composed of images rather than ideas, emotions rather than facts, and principles rather than cliché business phrases.

A story can motivate, inspire, change our thinking and, most importantly, rally employees and teams to action. Being a great storyteller also means being an astute listener, able to read an audience and speak directly to them, with confidence, charisma and depth of character.

A good leader is a good Storyteller – this programme develops great leaders as storytellers.



**Great Business  
leaders  
understand the  
power of a  
compelling story**

## 4. 'Inner Game' Fitness For Leaders

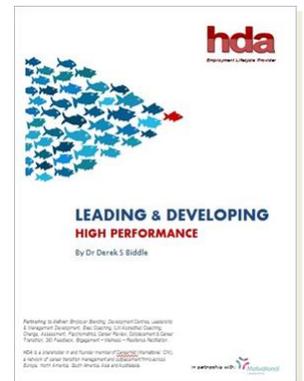
A Proven Psychological Process for individuals, teams & organisations to excel at the mental game of work & wellbeing – using our unique trademarked Learned Powerfulness ® process. Designed and delivered by our consultant who: is one of the UK's first sports psychologists and now leadership coach. He coached and played a part in 25% of medals Britain took home from 2000 Olympics in Sydney.



This is your invitation to play a higher performance game.

## 5. 'Best in Class' Leadership & Manager Modelling

Based on our HR/Learning & Development book titled: *Leading and Developing High Performance*. The genesis for this book came about through researching what effective leaders, across a variety of industries, actually did when creating high people and organisational performance. Our programme frameworks stem from research and observation of what effective Leaders actually do. Our Leadership Development (Leaders) and Personal Success Programmes (managers) are based on the findings and principles of the book and often utilise Motivational Maps® and Insights Discovery® tools.



**Our Book:** Insights and principles shared in our book *Leading & Developing High Performance* underpins our programme.

## 6. Media, Crisis Media Training & Voice Coaching

Our print, radio and television courses give you plenty of practical interview experience and show you how to get your message across; what will (and won't) interest the journalist; how to deal with difficult issues; and the essential questions you should ask before agreeing to any TV or radio interview.

Our voice training is based on three discrete, yet interlinked components. Each plays a fundamental role in successful voice use. Together they will help you to affect people in a positive way.



## 1. Talent/Succession Strategy & Planning, Assessment Centres, Psychometrics, Observation & 360 Feedback

The phrase 'talent management' originates from this view in terms of how to look after, nurture, maintain and gain, in a mutual sense, the greatest level of discretionary effort from its people.

Our Talent Management includes activities such as talent & Succession Planning, Assessment Centres, Psychometrics and Career Planning. The people working in any organisation represent its ultimate capability and if appropriately trained and developed, they will deliver sustained competitive advantage.

Our approach to Talent Management is to develop an explicit and thorough understanding of what differentiates outstanding from average performance at all organisational levels. This information provides the opportunity to understand the qualities and characteristics that outstanding performers need to possess in order to be successful. We know that those organisations that provide development opportunities to support their people to fulfil their potential are the most effective.

Quite simply, individuals are motivated by access to development. Individuals only have one career and they need to make the most of it; they will require in their work the opportunity to be challenged and stimulated.

## 2. Behavioural Competences

Competencies are defined as 'characteristic behaviours that lead to superior performance'. It is behaviour above all other factors such as skills, knowledge and experience, which drives performance.

HDA has extensive experience in developing competency frameworks that describe what 'good looks like'. We have studied and defined competencies across a vast range of different sectors, cultures, organisational functions and job role levels.

Through our analysis of competencies, it is possible to define what differentiates outstanding from average performers. Competencies provide vital information for assessing individuals and should occupy an important position in all HR management practices from recruitment and selection to performance management, from talent management and succession planning to managing downsizing and outplacement.

## 3. Assessment, Psychometrics, Observation & 360 Feedback

Evidence demonstrates it is behavioural competencies that represent the assessable and measurable difference between outstanding and average performers.



Factors such as education, experience, skill and knowledge are all important. They represent the fundamental threshold requirements for acceptable performance to emerge but none of these factors differentiates outstanding from average. Behavioural competencies do! Therefore, they represent a critical focus for us right around the HR management cycle embracing recruitment and selection, talent management, succession planning, performance management, downsizing and outplacement.

## Learning & Development

### 1. Development Centres, Talent Coaching, High Potentials, Graduate

Research demonstrates that that there is no substitute for objectively observing and systematically measuring how people actually perform "on the ground". A well designed Assessment Centre is the most effective tool available for assessing individuals in both individual and group based environments for selection or development.



Our talent coaching is concerned with developing a person's skills and knowledge so that their performance in their job improves, leading to the achievement of organisational goals. During coaching you are enabling individuals to take personal responsibility for their own continuous personal development in a supportive and judgement free environment. Our coaching service tends to be used more with middle and senior managers, high-potentials and graduates.

## Retention

### 1. Employee Wellness & Resiliency

High levels of emotional and physical resilience – defined as a set of conditions that allow individual adaptation to different forms of adversity, and often characterised as inner strength, fortitude or hardiness – empower employees to cope better with life events. A resilient person is able to cope with challenging situations, at work and outside work, to spring back and often succeed against what might seem to be insurmountable odds.



## 1. Career Reviews, Redeployment, Outplacement, Survivor Support, Change Facilitation, On-boarding Support

We've worked for over 36 years as a career management solutions provider, managing both large-scale and individual redundancy, outplacement and redeployment situations for companies across the UK and internationally.

From providing career transition advice following redundancy to supporting management and redundancy survivors, provides the expertise your organisation needs to ensure restructuring success.

We support your employee's career development through:

1. Redeployment and career change support
2. Large-scale redundancy manager and 'survivor' support
3. Large-scale outplacement programmes: group and individual
4. Executive career reviews and outplacement programmes
5. Expatriate career development and international outplacement programmes
6. Early retirement programmes

## Development Diagnostics & Tools



### What is Motivational Maps®?

**Performance in any organisation depends upon the right direction, the appropriate skills and massive amounts of motivation. Motivational Maps provide the solution to what is probably the most difficult of these three to manage and sustain - MOTIVATION.**

It is a simple on-line diagnostic tool that:

- Enables individuals, teams and organisations to understand and prioritise what motivates them
- Reveals how motivated they are
- Provides practical & effective tools that increase motivation at all levels

### Why use it for your individuals and teams?

Even the most talented individual will not reach peak performance if they are not motivated. When your people understand what motivates them, they are able to start influencing how to have those motivations met.

Motivational Maps® provides individuals with:

- A clear understanding of exactly what motivates them
- The degree to which these Motivators are currently being met

## What is Insights Discovery®?

Insights is a Behavioural Preference Tool that allows individuals to understand their natural strengths and preferred ways of working and how to manage these in dealing with themselves and others.

Insights also helps individuals recognise those traits they have less preference for and how that impacts how they behave, are perceived, and the results they achieve alone and with others.

### Why use it for your organisation?

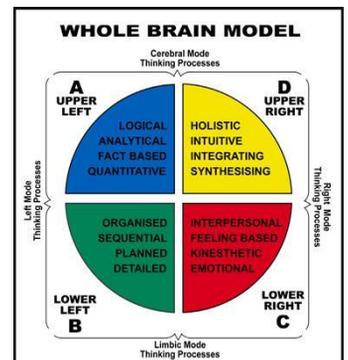
In order to be an exceptional business with great leaders and dedicated employees, you need to work out your strengths – individually and as an organisation. Insights can help you strengthen internal and external relationships, improve teamwork and collaboration and be more innovative.



## What Is Whole Brain Thinking?

The world's leading thinking styles assessment tool, the Herrmann Brain Dominance Instrument® (HBDI®) is the assessment at the core of Herrmann International's Whole Brain® Thinking approach.

HBDI® teaches you how to communicate with those who think the same as you and those who think differently than you. Once an individual understands his or her thinking style preferences, the door is open to improved teamwork, leadership, customer relationships, creativity, problem solving, and other aspects of personal and interpersonal development.



**Strengthscope™**, a leading strengths assessment tools that helps individuals, teams and organisations build greater awareness of their strengths and how these can be used to optimise performance and engagement at work. The tool will help you understand:

- Your personality and performance strengths
- The tasks and activities that are most likely to energise you and lead to high levels of engagement
- The likely consequences of using your strengths too much, too little or in a way that isn't appropriate for the situation
- The extent to which you apply your strengths optimally in the way you approach your work
- How visible your strengths are to co-workers and key stakeholders

## Hogan Personality Inventory (HPI)

### The Bright Side of Personality

The Hogan Personality Inventory (HPI) describes normal, or bright-side personality – qualities that describe how we relate to others when we are at our best. Whether your goal is to find the right hire or develop stronger leaders, assessing normal personality gives you valuable insight into how people work, how they lead, and how successful they will be.



## Hogan Development Survey (HDS)

### The Dark Side of Personality

The Hogan Development Survey (HDS) describes the dark side of personality – qualities that emerge in times of increased strain and can disrupt relationships, damage reputations, and derail peoples' chances of success. By assessing dark-side personality, you can recognize and mitigate performance risks before they become a problem.

## Motives, Values, Preferences, Inventory (MVPI)

### The Inside of Personality

The Motives, Values, Preferences Inventory (MVPI) describes personality from the inside – the core goals, values, drivers, and interests that determine what we desire and strive to attain. By assessing values, you can understand what motivates candidates to succeed, and in what type of position, job, and environment they will be the most productive.

## Hogan Business Reasoning Inventory (HBRI)

### How You Think

The Hogan Business Reasoning Inventory (HBRI) describes reasoning style – the ability to evaluate sets of data, make decisions, solve problems, and avoid repeating past mistakes. By assessing reasoning style, you can identify candidates' problem-solving style, understand their capacity, and identify areas for development.

Whether you are implementing an organizational assessment or enhancing your executives development, the HPI reports can help you identify the fundamental factors that distinguish personalities and determine career success.

## SALES CENTRE /CALL CENTRE EXCELLENCE 8 GREAT THINGS ALL SALES MANAGERS DO



### ***In-house Development Programme For Sales Managers, Team Leaders & Sales Teams***

This Programme Is The Result of Research Into What 'Best of the Best' Sales Centre / Call Centre Managers & Team Leaders Actually Do To Achieve Superior Results.

Detailed observation and analysis identified what the top performing Sales Managers/Team Leaders actually do to outperform others and deliver superior commercial results for their organisations. We class these differences as the 8 Critical Success Factors which form the core approach to what all great Sales Managers do.

If Implemented And Demonstrated Consistently, The Performance Process Will Drive Sales & Service Standards In Your Sales Centre/Call Centre.

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## RETAIL EXCELLENCE 8 PRINCIPLES OF SUPERIOR RETAIL MANAGEMENT

### ***The Most Relevant Retail Training For Area Managers, Store Managers & Teams***



- Embed 'Retail Excellence' Area & Store Manager Performance
- Improve Retail Store KPIs – Conversion, ATV, Items per Sale, Sales per Hour
- Enhance Store Experience & Customer Journey
- Gain Consistency of Performance Across Your Store Estate

This programme is the result of extensive research into what top performing retail area & store managers consistently do to deliver superior sales and service standards within their stores. A commercially driven programme, it focuses on managing the delivery of sales, service and store KPIs within a multi-site retail environment.