

## Advancing the Science of Understanding and Motivating People



**People are the heartbeat of your business.** Yet despite the influx of technology, organizations are finding it harder to understand, motivate, and fully **connect** with their people. Our proven management system allows you to **transform** your corporate culture in a way that people truly understand—reducing conflicts and improving communication.

PDP® is a world leader in workforce research and development. **Optimize** the professional growth of employees and **amplify** your effectiveness and profitability with the PDP management system.

### Results

- High performance teams
- Healthy company morale
- Clear communication
- Customer loyalty
- Increased productivity
- Retention of key people
- Increased sales
- Decreased costs

### How Our Clients Use PDP



### Industries

Academia • Banking • Government • Healthcare • Hospitality • Insurance • Legal  
 • Manufacturing • Military • Retail • Transportation • and more...

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PDP® maximizes every individual's and every organization's opportunity to excel.

## Quick, Accurate, and Reliable

- PDP was founded in 1978 with a single simple principle: **help organizations better understand their people**.
- PDP's survey instruments were researched and developed by credentialed professionals, research experts, behavioral scientists, and experienced leaders in business and industry.
- The initial research sample consisted only of **working adults**—not students. PDP wanted to develop applications to meet the needs of businesses. Student samples are easier to obtain, but PDP was committed to laying the best possible foundation of research.
- Average completion time for PDP survey instruments is **5–10 minutes**, providing users with quick, accurate data to make critical decisions about their people.
- Our survey instruments deliver the highest level of **accuracy**, greatest amount of **depth**, and widest **scope** of information obtainable from any survey instrument on the market today.
- Survey reporting and graphic results are **instantly generated** and available via email or through PDP's easy-to-navigate web application, PDPworks.com.
- All PDP products and methodologies meet **EEOC requirements** and have never been challenged in court.
- The PDP system is **unparalleled** in accuracy, practicality, fairness, and value.

## By the Numbers

Over **5,000,000** surveys completed to date  
Coefficients between **.80** and **.94**  
for all factors (.60 is considered standard)  
**96%** of people surveyed since 1977 agree with their survey results



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## A Complete Organization

Our clients usually come to the PDP Management System wanting to solve a specific people-related challenge, but **PDP is so much more than a stopgap measure**. Our programs are designed to be absorbed into the ongoing culture of your organization.

When PDP is used appropriately and consistently—throughout all levels of your organization—**it will forever change the way employees think about each other and interrelate with each other**.

The most effective way to enact an organization transformation is from within. PDP offers a **unique, positive program**. First, we certify a core group of PDP Professionals within your organization who can bring PDP to all your departments. Another level within the organization is certified in the ProScan Mentoring process—creating Action Plans to track and measure results. Then we license PDPworks.com for immediate in-house processing of PDP reports. Together the group can then drive PDP throughout your organization using PDP reports and PowerApp® (power application) resources for workshops.



## Ongoing Expertise

PDP’s experts have built their careers on thorough knowledge of PDP’s products and services. Their expertise becomes **an invaluable resource** for your company as you begin to use the PDP Management System.

PDP Representatives continue to provide support as you begin implementing the system. They conduct follow-up visits, answer questions about unique situations, and work with you to create a comprehensive work plan—all to make sure you get the maximum value from the system.



Access to ongoing expertise for integrating the PDP System throughout your organization.

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## Who Uses PDP?

Organizations large and small, entrepreneurial and mature, with offices in the United States and around the globe depend on PDP for making critical decisions about their people.

### Key Clients

Capital District Physicians' Health Plan/CDPHP  
Davidson Hotel Properties  
China European Int. Business School/CEIBS  
Kuni Automotive  
Stearns Bank N.A.  
Strand Development Company  
Vista Host, Inc.  
Focus on the Family



## What Do Our Clients Say?

### Productivity

PDP helps us better match the person to the task by identifying and utilizing individuals' inherent talents. We have found that our associates who are naturally inclined to their jobs usually enjoy their work more, are more productive, and have greater longevity. It's a great management tool!

Mike Harrell, Chairman of the Board  
Vista Host, Inc., Houston, Texas

### Economy

[It] wasn't even a thought to cut [PDP] because to keep our people is the least expensive thing we can do.

Robin Roberts, President  
Pikes Peak National Bank, Colorado Springs, Colorado

### Benefits

I learned that besides hiring right, another real benefit to PDP in my region has been a dramatic decrease in stress and profound increase in mutual respect.

Dave Neal, Regional Manager  
Penhall Corporation, Grapevine, Texas

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With PDP you'll manage people with the same sophistication other corporate assets are managed.

**Check three** of the following challenges you think need immediate attention in your organization.

## Employee Selection

- 1. Developing effective advertising for **recruitment**
- 2. Improving and simplifying **interviewing** techniques
- 3. Developing **objective selection** criteria (putting round pegs in round holes)

## Retention & Management Competencies

- 4. Improving managers' ability to **motivate** employees
- 5. Quantifying work-related **stress and morale**
- 6. Understanding how **a manager's style** impacts employee performance
- 7. **Matching** people to tasks and holding them **accountable**
- 8. Reducing **turnover** and dissatisfaction
- 9. Reducing manager and employee time spent in **non-productive activities**
- 10. Developing effective **managers/leaders**

## Team Performance

- 11. Improving **communications** vertically and horizontally
- 12. Establishing meaningful and objective **performance evaluation** criteria
- 13. Reducing interpersonal **conflicts**
- 14. Forming effective teams or work groups and/or improving **teamwork**
- 15. Increasing organization's **knowledge** and **utilization** of its people
- 16. Analyzing and defining **corporate culture**

**How much** is it costing you not to resolve these issues?

Notes:

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PDP® helps your organization not only to identify costly issues but to find solutions as well.

## Life-Changing Learning

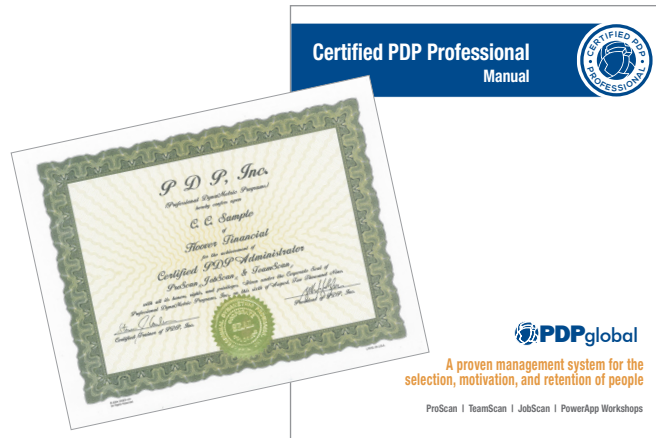
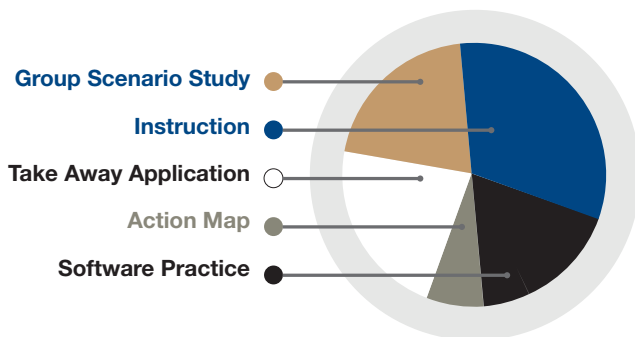
Designed for immediate, in-house access, the full potential of PDP Solutions begins with a firm foundation of understanding through **certification**.

## In-House Experts

The two-day **PDP Professional Certification** establishes the solid foundation of PDP's people management system and prepares professionals to **apply processes in-house** for immediate use and results.

## Objectives for Professionals

- Learn PDP's guiding principles and philosophies
- Understand the metrics and meaning of behaviors
- Apply the management concepts and processes
- Interpreting and discussing ProScan reports, and using the information to develop improvements and solutions
- Develop job model profiles for any position in the organization to use in interviewing and selecting the best people to "fit" positions
- Practice skills in team planning, defining roles and responsibilities, learning what to expect from team members, and enhancing communication



## Action Planning with Measurable Results

The one-day **ProScan Mentor Certification** guides, develops, and reaches goals—achieving individual and organizational success.

The mentoring program gives a clear process that addresses two of the biggest challenges an organization faces—**personal development** and **action planning**.

## Objectives for Mentors

- Develop the capabilities of individuals
- Increase mentor skills
- Identify motivational factors
- Track an action plan for each individual
- Improve performance
- Reduce stress and conflict

**Certification will enable you to infuse PDP® throughout your organization.**

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## What Makes People Tick?

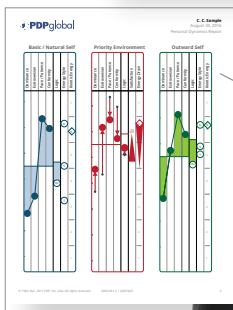
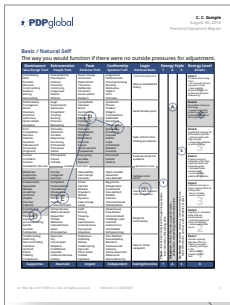
ProScan® focuses on **strengths and motivators** to help employers create an environment that **reduces employee stress** while improving energy and morale. ProScan is a nonthreatening, **quick**, easy, and **reliable** survey tool that is one of the most advanced instruments available. The survey examines combinations of specific traits that affect how the person works most effectively and reacts under stress.

## Understanding Yourself

- How individuals function most naturally
- What roles individuals feel they need to play
- How individuals predictably come across to others

## Understanding Your People

- Energy Resources
- Satisfaction Index
- Stress Adjustment
- Energy Drain
- Decision-Making Style
- Communication Style
- Leadership Style
- Back-Up Style
- Negative Environments
- Motivational Elements
- Overriding Needs Survey



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ProScan® reveals tangible, objective data about your people—enabling you to fuel organizational growth.

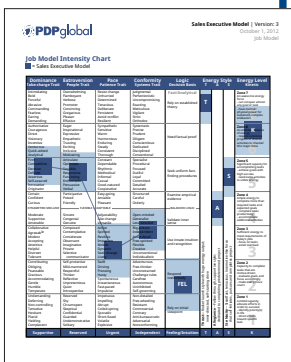
## Employee Selection

**JobScan**® removes the frustration of hiring by helping organizations better **match people to jobs**. Using the strengths and styles of successful top performers’ ProScans along with the preferences and input of direct managers’ JDAs (Job Dynamic Analysis), JobModels can be created **accurately** and used with certainty.

With JobModels finalized, an organization can start **attracting** applicants to respond and apply to job openings by using the “How to Advertise” checklist of words. The result will be a pool of quality applicants versus a quantity of applicants, due to the motivational pull and response generated by the “How to Advertise” words. Lastly, with the aid of the **interviewing guide**, hiring managers can be sure they are asking the right questions to find the best possible person for the job.

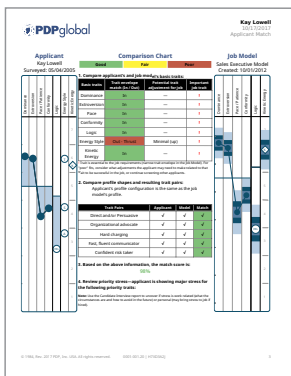
From start to finish, JobScan’s processes help organizations effectively match people to positions—**decreasing turnover**.

## Job Model Reports



- Job Dynamics Analysis
- JobModel Data Sheet
- JobModel Intensity Chart

## Screening Reports



- Applicant Ranking
- Job Matching Intensity Chart
- Job Matching Chart
- Interviewing Guide
- Selection/Recruiting Report



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**JobScan**® matches people to the right jobs,  
 creating success and productivity.

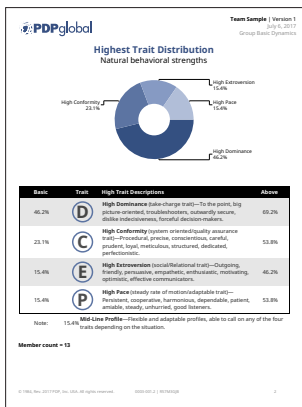


## Building Balanced Teams

TeamScan® provides high-impact, real-time information on the **group dynamics** of people in an entire organization or within a specific team, department, or division. It helps reveal productivity and success components of particular teams and define corporate culture in concrete terms.

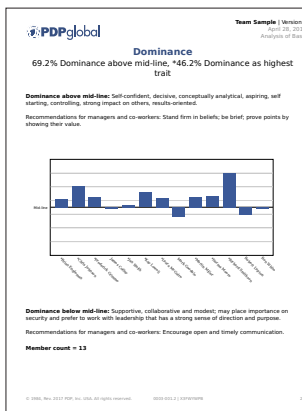
Through comparisons of ProScan data for the individuals in a group, TeamScan provides graphic composites of strengths, energy levels, points-of-view, communication, and work styles.

TeamScan is designed to provide specific applications for both **core teams** and the **entire organization**.



## Organizational Statistics (OrgStats)

OrgStats produce visually appealing, easily understandable reports depicting the predominant corporate culture of an entire organization. OrgStats is a highly effective tool to give management **an overall picture** to understand and analyze the effects of management styles, the impacts of conflict and miscommunication, the cultural differences of mergers and acquisitions, and the strategies for managing the succession process.



## RealTeam

RealTeam generates detailed graphical reports of a **specific, small performance unit**—a “real team.” Designed for groups of 25 members or fewer, these reports are especially productive for team development, giving management and the team members themselves an understanding of their individual strengths and talents and the dynamics of communication by enabling team members to compare unique work styles and roles in a positive way.

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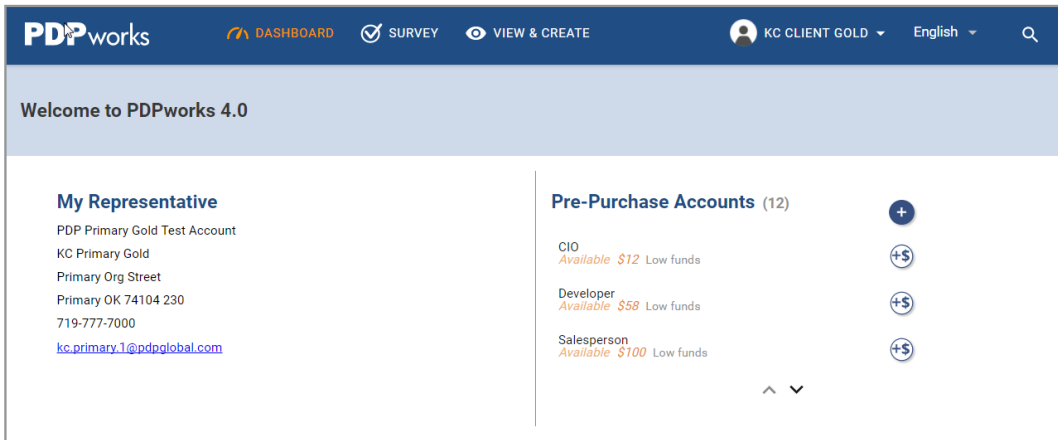


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TeamScan® helps you keep your finger on the pulse of each part of your organization.

## Accessing PDP's Management System Couldn't Be Easier

PDP's licensed technology is placed in-house for immediate management reporting that delivers a flexible long-term solution to help increase performance, productivity, and profitability throughout your organization. All of PDP's ProScan, JobScan, and TeamScan reports are available through our online application PDPworks.com. The application offers maximum **convenience** at any time, from any computer with Internet access.



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Critical management information is  
only a click away at PDPworks.com.

## PowerApp Series



### **STRENGTHS: Understanding Personal Strengths**

Understand your own natural behavioral traits, decision-making style, and energy level. **Also available as eLearning**



### **TEAM: Building High-Performance Teams**

Assess team environment, identity, and purpose while fostering mutual respect.



### **COMMUNICATE: Developing Effective Communication Skills**

Develop quality working relationships through improved communication skills. **Also available as eLearning**



### **SELL: Breakthrough Strategies for Sales Performance**

Gain self-awareness and customer awareness, and overcome triggers that hinder sales.



### **RECRUIT: Attracting and Hiring the Best**

Create accurate job models for attracting, interviewing, and hiring the best candidate.



### **LEAD: Strengthening Leadership Performance**

Develop effective leadership skills through personal evaluation and group process.



### **MANAGE: Improving Management Results with QuickView**

Understand what makes people **TICK**—their **T**raits, **I**nterests, **C**ommunication Styles, and **K**ey Action Tips. **Also available as eLearning**

## Courses

Each targeted course is a **power application** in understanding the dynamics of human behavior. Courses contain engaging interaction, learning exercises, and action steps that empower participants to realize immediate application and benefit.

Sessions can be attended in classroom style or online eLearning.

**Classroom:** A facilitator guides departments, work-groups, or team members through interactive learning. Designed for maximum flexibility, PowerApps® can be presented in a single session or divided into multiple sessions.

**eLearning:** Online, interactive, self-paced learning with practice sessions can be accessed anytime, anywhere.

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Ask your Licensed PDP Representative  
about how to benefit from PowerApp  
Workshops today!

## PDP has advanced—have you?

Advancements in PDP certification include improved manuals, self-paced online learning, and targeted workshops. Users certified three or more years ago find the **Re-Certification Course** an effective way to update their skills and mastery of PDP applications. **Re-certification** results in greater management effectiveness, organizational success, and reduced stress.



### Re-Certification Covers

PDP's guiding **principles** and **philosophies**

**Understanding** metrics and behaviors

**Applying** management concepts and processes

**Attracting** and **hiring** the best, developing effective job models, job matching and interviewing

**Developing** high performance teams, resolving conflicts, enhancing team communication

### Includes

**Materials:** New PDP Manual  
Includes PowerApp Workshops  
*TEAM: Building High Performance Teams*  
*RECRUIT: Attracting and Hiring the Best*  
Certificate

**eCampus:** PDP Professional eCertification course  
eLearning courses  
*Management Results with Quickview*  
*Understanding Personal Strengths*

Courses are **self-paced**, **interactive**, and accessible **anytime** and **anywhere**.



Obtain your unique registration link from your Licensed PDP Representative.

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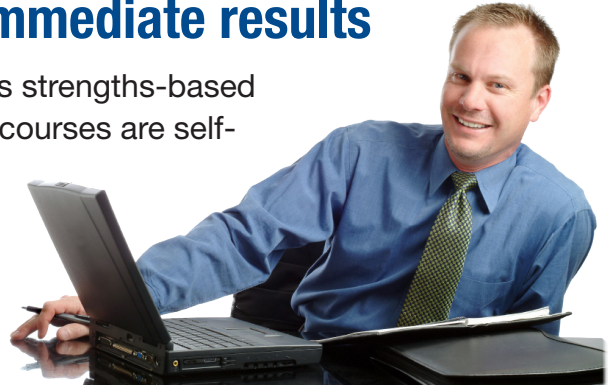
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Start advancing your knowledge in  
PDP applications today!

## Valuable learning • Your pace • Immediate results

Expand your knowledge in using and applying PDP's strengths-based people measurement system at PDP eCampus. All courses are self-paced, interactive, accessible anytime, anywhere.

PDP eCampus is made up of two types of courses: **eCertification and eLearning.**



### eCertification

#### Initial Certification

The PDP Professional eCertification course equips key individuals of client organizations in how to apply PDP's Integrated Management System in-house. **Lessons Include:**

- PDP's guiding principles • Metrics and meaning of behaviors
- Interpreting ProScan reports • Developing job model profiles for any position in the organization • Interviewing and selecting the best people to "fit" positions • Practicing skills in team planning
- Enhancing communication

#### Re-certification

Users certified three or more years ago find the Re-Certification Course an effective way to update their skills and mastery of PDP applications. Re-certification results in greater management effectiveness, organizational success, and reduced stress.



### eLearning

#### PowerApp® Series

Each targeted course is a "power application" in understanding the dynamics of human behavior. Courses contain engaging interaction, learning exercises, and action steps that empower you to realize immediate application and benefit.

#### Courses Include:

- Understanding Personal Strengths • Management Results with QuickView



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# Individualized Mentoring Sessions

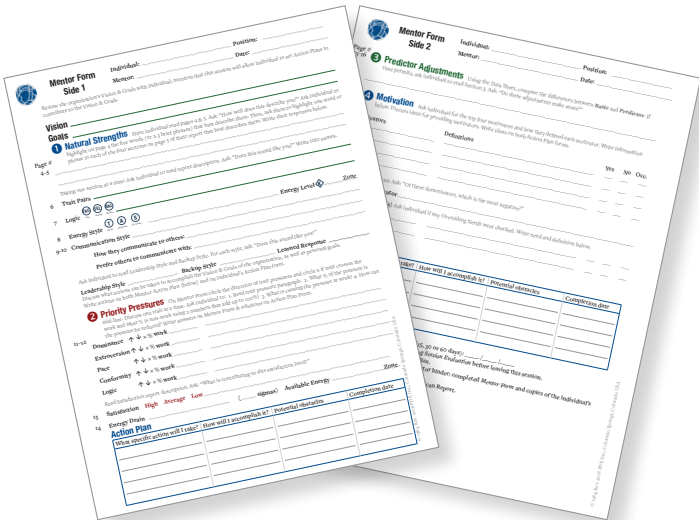


Our **ProScan Mentor Certification** works in a variety of environments including: work, education, training, non-profit, counseling, life coaching and para-church.

Once you complete the certification, you will be equipped to provide answers to the biggest challenges an organization faces—**people management and personal development**. The Mentor program gives a clear process to guide, develop and reach goals—assisting both the individual and the organization in succeeding.

## ProScan Mentoring Process

- Develop the capabilities of individuals
- Increase mentor skills
- Identify motivational factors
- Track action plan for each individual
- Improve performance
- Increase retention and identify career paths
- Reduce stress and conflict



**Mentor Form— to guide the process**

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Mentoring is not a one-time event, but a process to connect with individuals and develop them into valuable future leaders.