PDP Philosophy

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

92% Hiring
73% Managing
53% Promoting
52% Team Building
45% Communicating

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

The PDP® system is unparalleled in accuracy, practicality, fairness, and value.
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.
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

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:

_________________________________________________________________________

_________________________________________________________________________

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.
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
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

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.
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.

Features

**Automatic report generation**—Email survey invitations; receive reports via email

**Secure**—Add account users and set permissions for access rights and limits

**Custom links**—Save time screening applicants by linking to the ProScan survey from your recruiting website

**Usage flexibility**—Pay per report via credit card (Gold Account) or by annual contract for volume purchasing (Platinum Account)

**Account budgeting** (Gold Account)—View account balance, usage, or add funds to prepaid account via credit card

**People database**—Upgrade reports, use existing surveys to build teams, or compare new surveys to old

**Staying up-to-date**—Receive PDP eNews, contact your PDP representative, request support

**Available Languages**—Administer surveys in 20 languages. Use the PDPworks application in Catalan, Chinese (simplified and traditional), English, Indonesian, Japanese, Spanish, or Turkish.

**Anytime, anywhere availability**—Access data and reports 24/7/365 worldwide over any broadband Internet connection.

**Requirements:** Internet connection • Modern web browser • Email system supporting attachments • Adobe Reader

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

**RECRUIT:** Attracting and Hiring the Best
Create accurate job models for attracting, interviewing, and hiring the best candidate.

**SELL:** Breakthrough Strategies for Sales Performance
Gain self-awareness and customer awareness, and overcome triggers that hinder sales.

**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 Traits, Interests, Communication Styles, and Key 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.

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
e-Learning 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.
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

Start advancing your knowledge in PDP applications today!
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

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.

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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.