



# Engaging Leadership, Development and Performance

Unleash Your Talents!



Solutions that engage people!

# Family of Tools

Decision Dynamics' family of research-based tools are proven to predict success, guide growth and engage people.

- **Measure and strengthen engagement**

Engagement is strengthened when individual capabilities and inner motivations are synchronized with growth and performance requirements over time. Our tools capture dynamic and hard-to-measure critical success factors like inner motivations, decision-making styles, and relational competencies demanded of any role.

- **Synchronise assessment, selection and development**

Our tools provide actionable insight into assessment selection and development. Combining insights gives improved learning, co-ordination, effectiveness and economy.

- **Complement existing tools**

Our tools fill the holes missed by other tools: for example illuminating inner motivational factors by developing and engaging specific capabilities.

- **Training, service and support**

We offer world class training and support for using our tools in talent management and development, including train-the-trainer approaches. When time and resources are tight, we also offer consulting services in concert with our local master trainers and consultants. We offer global support in all time zones.

// Decision Dynamics' method is invaluable for today's and tomorrow's leadership developmental demands in our organization. Leaders and managers greatly appreciate these pedagogical and concrete tools. They give strong support and powerful dialogue, new perspectives on leadership and on achieving good results. //

GÖRAN MÄNSSON  
LEADERSHIP AND CAREER DEVELOPMENT, NORDEA

**Motivation  
– wants and  
prefers**

**Competence  
– can and does**

	Decision Dynamics		
	Assess™	Select™	Develop™
<b>CareerView™</b> – Motives	●	●	●
<b>StyleView™</b> – Complexity Motives	●	●	●
<b>Facet5™</b> – Personality	●	●	●
<b>TypeView™</b> – Preferences	●		●
<b>StyleView™</b> – Emotional Behavior	●	●	●
<b>StyleView™</b> – Decision Styles	●	●	●
<b>CareerView™</b> – Developmental Competencies	●	●	●
<b>360View™</b> – Competencies	●		●

# Business Solutions that Engage!

Most organizations concentrate on defining and measuring important competencies. This is half of the performance equation. High performance comes from engaging and focusing talent on operational goals, results, and growth. Growth for the person and growth for the organization.

Decision Dynamics offers tools, training, and services for assessing, selecting, developing and engaging leaders, managers, and other talents critical to achieve results.

Decision Dynamics is unique in our world-leading research and capability to:

- Identify critical yet hard to measure capabilities, potentials and talents
- Engage individual motivations to grow, develop and perform at highest levels, naturally
- Link motivation and capability directly to operational planning and action.



## Leadership and Competencies



### Which competencies are most critical for managers and leaders at different organizational levels?

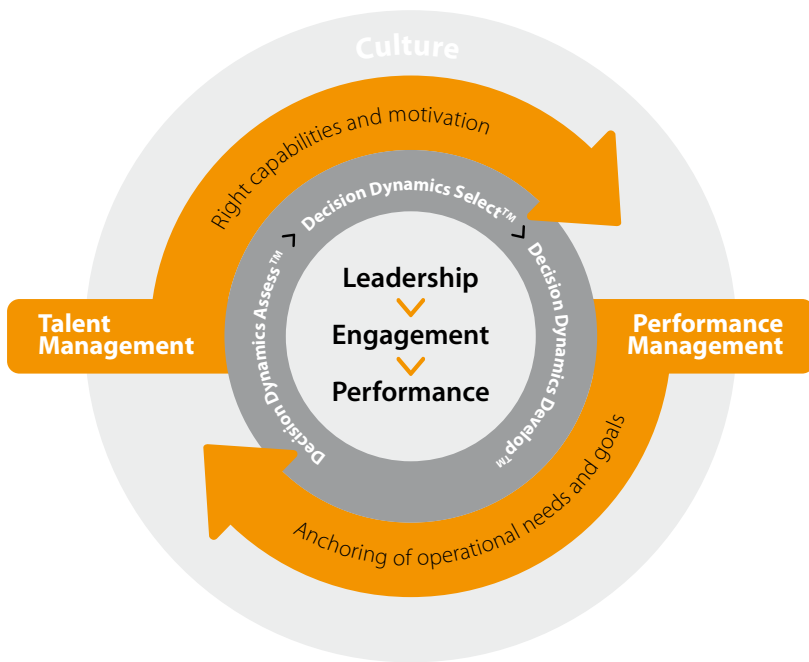
We help increasing numbers of clients strengthen their "leadership pipelines" based on the largest global study of success that we published in the Harvard Business Review. Share the

advantages used by world-leading companies, organizations, and consulting firms.

### How do the best leaders motivate themselves and engage others?

Decision Dynamics specializes in engaging leadership based on releasing the inner motivations of all talents. Gain the advantages from using our world-leading career development tools to create engagement and results in your organization as many leading financial, service, public and private organizations do today.

	Decision Dynamics		
	Assess™	Select™	Develop™
Create success profiles for high performers at different levels along your "leadership pipeline"	●	●	●
Identify and assess leader capabilities and motivations at various levels	●		
Measure existing leader and manager, and new candidate, potential based-on their fit to different levels and roles	●		
Recruit and promote people with highest potential to perform in specific positions		●	
Engage and develop leaders to higher performance at current and future levels			●
Develop existing roles of current leaders to prepare them for growth in responsibility and authority			●



## What challenges do you face?

### Decision Dynamics Assess™

#### Do you know what success demands?

Identify key success factors, strengths, potential and developmental requirements.

#### Our customers' challenges

How do we lift engagement among leaders, managers and co-workers?

What demands are placed on people in different roles?

How can we measure potential?

How can we match individual motivations with organizational demands?

What do we do with those who have been promoted beyond their best performance level?

## Talent Management



### How can we better measure potential?

Measuring potential is difficult. Past performance and personal chemistry too often blind our judgment of potential. We help our clients measure a person's potential for different roles,

precisely and objectively.

### How can we attract, retain and engage all the talents that we need?

Many talent programs focus on selection and development of key competencies despite the fact that motivation is even more vital for consistently turning competence into performance and results. Decision Dynamics provides critical support in assessing, selecting, and developing engaged talents over and above competent talent.

	Decision Dynamics		
	Assess™	Select™	Develop™
Create success profiles for key positions for selection and development	●	●	●
Identify manager, leader and co-worker strengths and talents	●		
Measure and assess talent and engagement from both performance and potential for current and future roles	●		
Identify and select key talents and high potentials for key positions and provide engaging career development paths		●	
Engage and develop talents via motivating and challenging assignments, projects and career experiences		●	●
Realise and release potential talents in challenging assignments, roles, and projects		●	●
Develop talents for higher performance in current and future roles			●
Retain key talents by providing motivating and individualized development plans			●

### Decision Dynamics Select™

#### Got the right people?

Select the best people with the right potential for current and future roles and challenges.

#### Our customers' challenges

How do we ensure that the right people advance?  
 How do we best compare individual talents?  
 What can we do to better balance performance and potential in our decisions?  
 How do we know if we have adequate talent in our pipelines?  
 Should we develop internal talent and/or bring in external talent, and when?

### Decision Dynamics Develop™

#### Do our leaders, managers and co-workers perform to expectations?

Are they developing in line with changing demands put on them? Engage all talents in line with operational demands and goals.

#### Our customers' challenges

How can we support people to take more responsibility for their own development and advancement?  
 What can we do now to create and sustain an engaging culture?  
 How can we make competence development both relevant for operations and motivating for employees, managers and leaders?  
 Do we need more and different career paths for more people?  
 How do we create more or less job mobility?

## Performance Management



#### How can we engage people to perform even better?

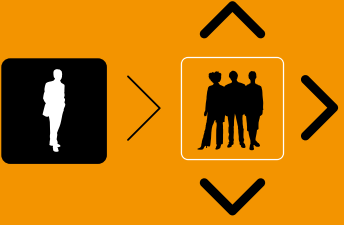
Setting goals and following-up is standard fare. Lifting performance requires anchoring goals in an engaging fashion, even more so than setting the goals themselves. Decision Dynamics Feedforward™

method engages and focuses individual motivation to perform and develop oneself and one's role.

#### How do we create a more result- and performance-based culture?

By engaging individual developmental motives with operational developmental goals we help our customers create engaging cultures. The merger of performance management and talent management processes helps create better overall results.

	Decision Dynamics		
	Assess™	Select™	Develop™
Create success profiles based on operational and role demands for better selection and development	●	●	●
Measure and assess the developmental capabilities and motivations most relevant for current and future roles	●		
Assess workgroup performance, strength, challenges and developmental needs for individual and the group effectiveness	●		
Assess and strengthen support from leaders and in the organization's culture for higher performance and greater engagement	●		●
Recruit internal and external talents with highest potential for highest performance based on job/role motivational and competence profiles		●	
Develop critical competencies for given roles that are also highly engaging for employees, leaders and managers			●
Clarify how operational results and developments are linked to individual-based motivation and competence profiles			●
Realize performance focused team-building tied directly to operational development			●



# Decision Dynamics

## 40 years of research and a million satisfied users

Decision Dynamics is a leader in methods and tools for assessment, selection and development of managers and employees. We help our customers become efficient and profitable through engaging leadership, and development of motivational skills, which improve the interplay and fit between people and organizations.

Our scientifically based approach is built on more than 40 years of continuous research and practical use in organizations. Our clients have already used our solutions to profile and develop more than one million managers and employees around the world.

Decision Dynamics was founded by two industrial and organizational psychologists from Princeton and Yale Universities. The company was soon taken on by demanding and development-intensive clients such as NASA and General Electric.

During the 2000s, Decision Dynamics has partnered with the world's leading recruitment company, Korn/Ferry International. A result of this collaboration is the world's largest database of leaders used to identify success profiles at various managerial levels. This work has been published in, among others, Harvard Business Review.

Our research and development efforts will continue advancing the state of the art in assessment methods and technologies together with international and local partners and customers. Meanwhile, you benefit from having immediate access to the very latest, fully developed tools and methods in our portfolio adapted for providing practical usage, measurable results and rapid impact of today's demanding workplace.



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