



*“MAP offered new insights which went beyond the scope of the typical training programs. The Conclusions & Recommendations which were tailored to my specific circumstances were particularly useful.”*

France Telecom

### MAP Enables Client Companies to:

- Get a quick and clear “snap-shot” of their managers’ job performance that can serve as a starting point for customized coaching program’s based on their specific needs.
- Make their managers aware of the weaknesses in their current management practices so that actions can be taken to improve job performance.
- Motivate and re-energize their managers by offering them a 360-degree perspective of their managerial behaviors, enabling them to improve their leadership skills and fight job stagnation.
- Provide personalized coaching to managers based on performance data collected using the survey instrument.
- Build a channel of communication between the managers and other members of the organization at various levels.
- Form a consensus within the organization about expected managerial behaviors and steps to be taken to achieve them.
- Focus on observable performance factors that can drastically improve managers’ job performance.

### Unique Value Proposition for Consultants

- **MAP CERTIFICATION.** MAP certificates will be granted to consultants upon successful completion of training.
- **COMPLETE CERTIFICATION DELIVERABLES.** Consultants applying for MAP certification will receive an information package containing all support materials.
- **GLOBAL REACH.** MAP has been adapted to different cultures and is available in several languages.
- **UNIVERSALITY.** MAP addresses the common human issues and universal challenges facing all managers across various industries around the globe.
- **REPEATABLE.** Benchmarking capability enables periodic re-application and performance improvement tracking.

### Selected MAP Users

Alcatel Telecom	High-tech	France
AXA Assurance	Bank, Finance & Insurance	France
Bausch & Lomb	Chemicals & Industry	France
Eli Lilly and Company	Pharmaceuticals/Biotechnology	Belgium
Eli Lilly and Company	Pharmaceuticals/Biotechnology	Switzerland
Epson	Computer/Electronics	Thailand
General Electric	Bank, Finance & Insurance	France
Hana Semiconductors	Computer Hardware	Thailand
Rothmans	Manufacturing/Durable Goods	France, U. K.
Siam Fibre-Cement Co.	Manufacturing/Durable Goods	Thailand

### Credentials

Management Action Profile™ draws upon findings of numerous academic researches covering various areas of management behaviors, including leadership, organizational abilities, corporation and motivation, information and communication, continuous process improvement, development of potentials and competencies, use of power and authority, and inter-departmental cooperation, etc. Using findings from various sources of academic and empirical research, MAP seeks to assess the performance of managers by examining their observable behaviors in eight key areas of management practice, with emphasis on actionable recommendations.

#### ABOUT THE AUTHORS



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Management Action Profile™ was developed by Open’Act, a Paris (France)-based management consulting firm headed by **Mr. Jean-Benoit Parat and Mr. Francois Pham** – two industry experts who have conducted extensive research in management behavior across various industries during the past 15 years. As **Persona** GLOBAL®’s European Office, Open’Act partners with **Persona** GLOBAL® in delivering the entire suite of **Persona** GLOBAL® programs and offering training to consultants of **Persona** GLOBAL® products across Europe.



For more information about **Persona** GLOBAL® metrics and methodologies, please contact [info@personaglobal.com](mailto:info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)



#### ABOUT **Persona** GLOBAL®

**Persona** GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona** GLOBAL® metrics and methodologies are currently available in 70+ countries; its programs have been translated in up to 38 languages. More than 1,400 certified **Persona** GLOBAL® practitioners around the world serve their clients as strategic business partners.

#### Corporations that have benefited from **Persona** GLOBAL®’s Programs include:

- BMW
- Applied Materials
- British Airways
- Mitsubishi
- Dell Computer
- Japan Airlines
- Disney
- IBM
- Credit Suisse
- Coca-Cola
- Alcatel
- American Express
- Hitachi
- Motorola
- SONY Music Entertainment