



Management Action Profile In Action

MBDA is an international leading missile systems company part of the EADS group and is an offshoot company after the merger between two separate companies. MBDA, with its 10,000 employees, is a leading global player in the military field, with an annual turnover of 2 billion Euros (approximately \$US 2 billion).

The company needed to reorganize its employees after its merger. The manufacturing general manager wanted to train his 300 key managers to be strong leaders and managers to initiate and maintain the reorganization.

Instead of delivering one more traditional training program, Open'Act France implemented an assessment tool Management Action Profile -MAP- that individually coached every manager based on their strengths and area of improvement as managers. MAP also delivered specific individual action plans for each manager to focus on improvement. The action plans were discussed and approved by the hierarchy.

As a global result, the manufacturing division succeeded in making major changes on time (industrial transfers, merging teams...) and attribute their accomplishments to MAP. MBDA claims MAP has helped them reduce the time expected to merge management culture by 50%. As one manager said "This MAP approach is more valuable than weeks and weeks of training. It makes you concretely and pragmatically improve your management skills in a sustainable manner".