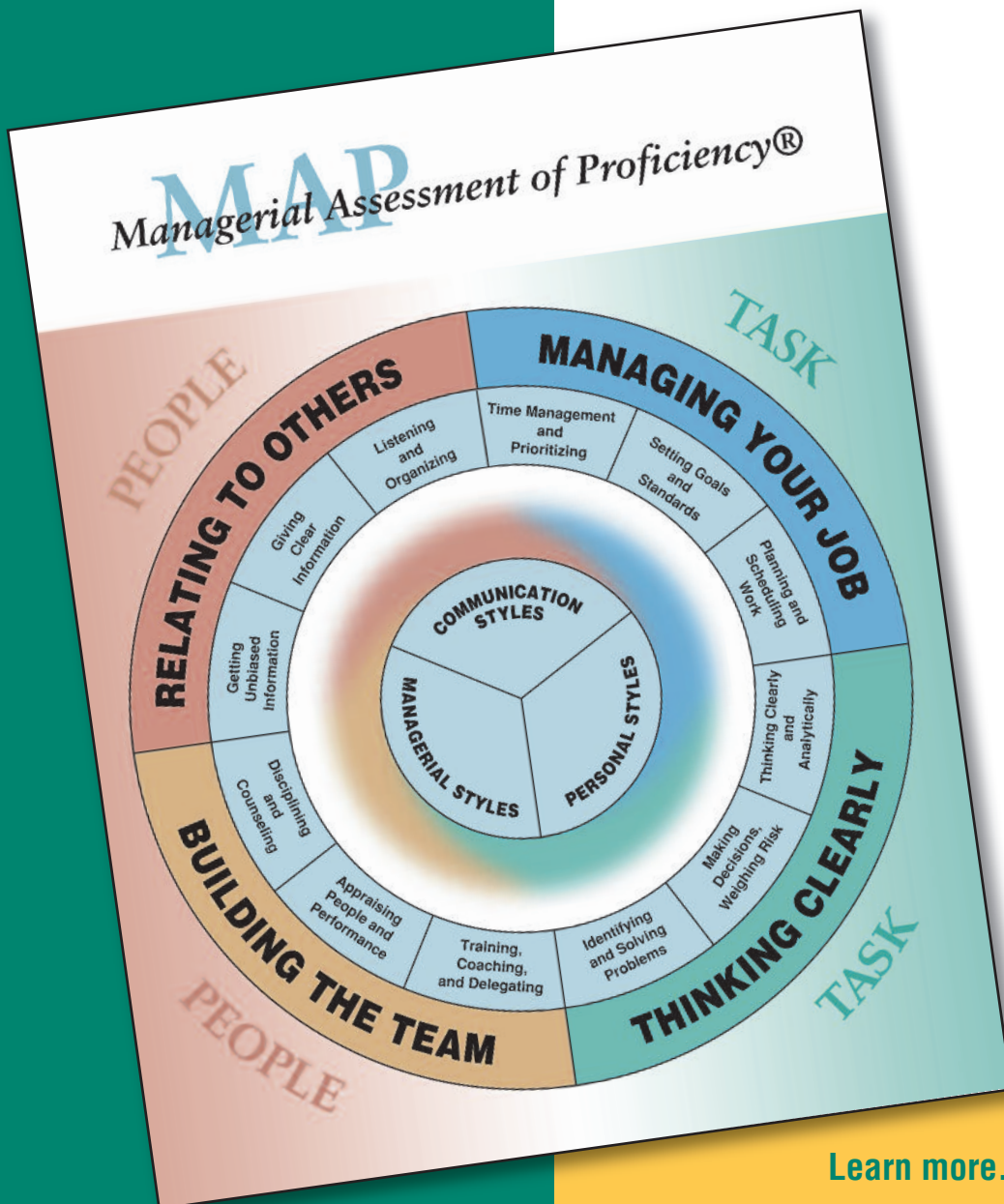


The World's Most Effective Way to Improve
Managerial Proficiency and Performance

MAP/EXCEL



Join over 100,000 managers in taking the world's most comprehensive and effective test of managerial proficiency.

Combined with the *Managing to EXCEL Video-Based Competency Training*, the *Managerial Assessment of Proficiency (MAP)* delivers consistent results to improve managerial skills.

Learn more about the *MAP/EXCEL* Management Development System today.

Learn more... See inside for details.

The Secret to Managerial Success...

Take the assessment. Interpret the results. Plan a course of action. Implement training.



9 Great Reasons to Use MAP

1. Better training needs analysis
2. Overall team development
3. Measurement of individual and group effectiveness
4. Career development
5. Individual personal growth
6. Improved management effectiveness plans
7. Succession planning
8. Increased employee motivation
9. Clarified employee expectations

What Can MAP Do for Me?

The Managerial Assessment of Proficiency video shows a series of role-playing scenarios, followed by a series of questions asked of the managers who are watching.

The participants then receive a profile showing them a non-judgmental ranking of how they compare to a database of normative scores developed from over 100,000 other managers who have completed the program.

Based on the results, specific action plans are put in place to help the manager achieve mastery in each of the 12 areas of managerial competency.

The MAP Assessment...

- Provides real life case studies and examples which improve speed and accuracy of learning
- Elicits faster mastery of core competencies and increased job performance
- Motivates managers with Individual Development Action Plans
- Provides valuable insights on management, personal, and communication style
- Has already increased the motivation and output performance of over 100,000 managers!

Show ROI. This is the basis of the MAP/EXCEL system.

What Can Managing to EXCEL Do for Me?



The *Managing to EXCEL* series provides targeted training with customizable workshops for each of the 12 MAP competencies. Each module can be customized to fit the needs of your specific team.

Managing to EXCEL includes an instructor guide, video, PowerPoint presentation and materials to fully immerse participants in mastering the 12 competencies.

This leads to...

- Higher levels of work satisfaction, loyalty, and bottom-line profit
- Increases in teamwork and group participation
- Higher motivation for new managers to reach their full potential
- Specific scenarios for problem solving and increased productivity
- An energized organization with a new team mission and purpose

The 12 MAP Competencies

Managing Your Job: Administrative Competencies

1. Time Management and Prioritizing
2. Planning and Scheduling Work
3. Setting Goals and Standards

Relating to Others: Communication Competencies

4. Giving Clear Information
5. Getting Unbiased Information
6. Listening and Organizing

Building the Team: Supervisory Competencies

7. Appraising People and Performance
8. Counseling and Disciplining Employees
9. Training, Coaching, and Delegating

Thinking and Deciding Clearly: Cognitive Competencies

10. Identifying and Solving Problems
11. Making Decisions and Weighing Risks
12. Thinking Clearly and Analytically

MAP Clients...

MANUFACTURING

Bethlehem Steel

Boeing

Ford Motor Company of Canada

General Electric

General Motors

Ingersoll-Dresser

Ohio Steel Tube

Pratt & Whitney

Toyota S.A.

Volkswagen

Volvo

INSURANCE

American Farm Bureau

Covenant Insurance

Fireman's Fund

Hartford Insurance

JC Penny Casualty Insurance

Marsh & McLennan

Metropolitan Life Insurance

Mutual Benefit Life Insurance

Phoenix Mutual Life Insurance

Transamerica Insurance



MAP Clients...

SERVICES

- ADT Security Systems
- Allstate Legal Services
- Burns Security
- Chemical Waste Management
- Deloitte & Touche
- Federal Express
- Gartner Group
- Hertz Corporation
- Mohegan Sun
- National Car Rental

- Royal Caribbean Cruise Line
- Sealand Corporation

HOSPITALS

- Baptist Health System
- Columbus-Cabrini Medical Center
- Fairbanks Memorial Hospital
- Holmes Regional Medical Center
- Johns Hopkins Medical Center
- McLaren Regional Medical Center
- Memorial Sloan Kettering Hospital
- Mercy Health System

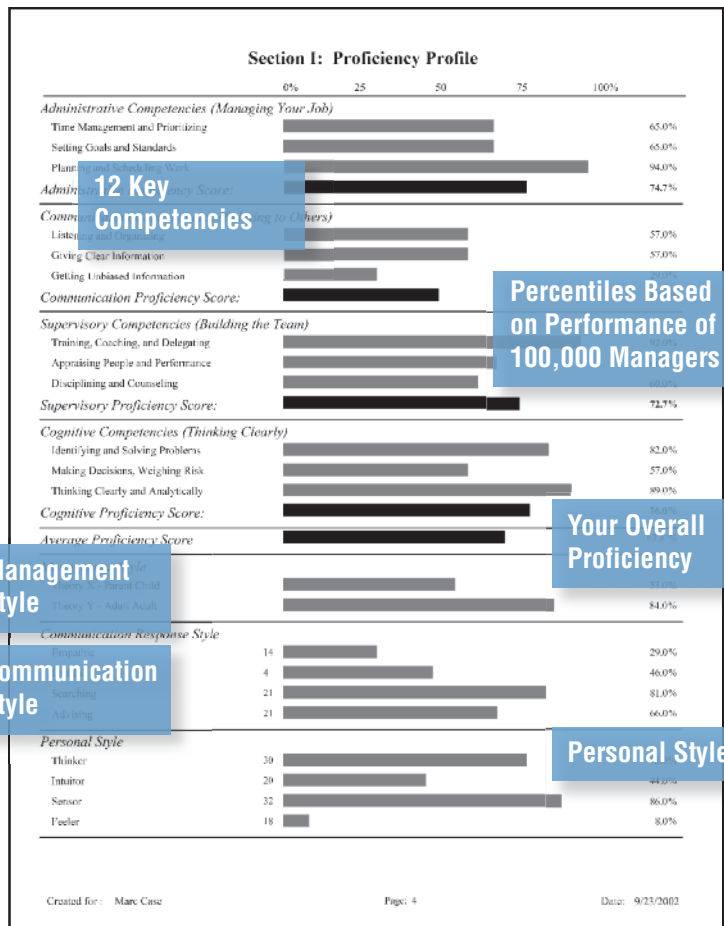
A Tested and Proven System

Discover why thousands of the world's most effectively managed companies rely on *MAP* to increase the proficiency of managers.

A Five-Step Cycle to Better Managers

Quickly and easily:

- 1. Assess**
Determine both individual and organizational development needs.
- 2. Interpret**
Develop strength & struggle summaries in 12 competency areas.
- 3. Plan**
Create customized, focused, job-related development plans.
- 4. Train**
Increase the proficiency of your managers.
- 5. Show Results**
Show growth, and return on investment.



Sample Individual MAP Profile of Proficiency

MAP Clients...

Oak Forest Hospital

Promina Gwinnett

U of Texas SW Medical Center

BANKING/FINANCE

Anchor Savings Bank

Arthur Andersen

Barclays Bank

Deutsch Financial Services

Dow Jones

Greater New York Savings

Household Finance

J.P. Morgan

KeyCorp

Merrill Lynch

Norstar Bank

Toronto Stock Exchange

Over 100,000 managers have used both *MAP* and *Managing to EXCEL* to improve their proficiency and achieve mastery in the 12 fundamental managerial competencies.

This has allowed them to...

- Improve employee performance with increased management skills
- Increase motivation and productivity to get more done in less time
- Improve overall job performance while saving training dollars
- Reduce employee dependency on the manager, freeing time and increasing quality and output of work done
- Strengthen problem-solving skills

MAP/EXCEL Benefits Your Organization from the Top Down!

The *MAP/EXCEL* management development system is specifically designed to benefit your entire organization, from the top down. Listening skills improve. Productivity increases. Goals and standards become more clear. Problem solving skyrockets. Communication strengthens. Decision-making becomes more clear, focused and accurate. These and many more benefits await your organization.



A Video-Based Objective Assessment

This video-based, objective assessment provides clear, prioritized development suggestions which provide the greatest potential impact on managerial performance.

Trusted by the world's most highly effective companies for both outstanding results and flexible delivery, *MAP* and *EXCEL* deliver a complete management development system which improves both individual and organizational performance.

It's the most effective, trusted method of improving managerial performance today. For more information about *MAP/EXCEL* and how it can help your business succeed, please request more information today by choosing one of the options below.



Call, click, or email to see if MAP/EXCEL is right for your company...

For more information about MAP/EXCEL and how it can benefit your company, please choose one of the options above to receive more information, including a free information package explaining the MAP program in detail.

www.Map-Assessment.com



Success Stories from MAP Users...

Our MAP/EXCEL development program has helped thousands of businesses improve management efficiency and grow profits!

Here is a sample of those success stories...

“It’s a must for those new to management or those preparing to enter the field. MAP’s overwhelming acceptance has made it the foundation of our management development.”

— **Corporate Director**
Leadership Development
McLaren Health Care Corporation

“We have been using MAP since October 1996 to provide our team of managers, supervisors, and system educators with a springboard to succeed in their roles. Everyone who has completed the process are actively working to grow as management personnel. It has been a positive mediator of growth in the organization.”

— **Program Manager, Education**
Promina-Southern Regional Health
System

“Like many organizations we needed a new starting point, a freshly loaded toolbox, to help those vested in development to get the organization thinking and talking about the basics again. MAP provided our organization with the starting point.”

— **Training Coordinator**
Cuyahoga Community College

“MAP/EXCEL provides a highly systematic yet flexible means of improving management performance at all levels of management. I would recommend MAP/EXCEL to any organization interested in identifying and improving weak management competencies, or identifying and maximizing strong management competencies.”

— **Training Manager**
Formosa Plastics Corporation

“MAP gave clear, immediate feedback and a benchmark for each participant. With their Individual Development Plans, participants know not only where they stand, but where they need to move to. From a training standpoint, the ease of implementation was a great benefit.”

— **Director of Executive and Management**
Development Dunkin’ Donuts

“The MAP/EXCEL Program has given us a strong, research-based foundation upon which to build our Leadership Development Program. We have seen improvement in those who have worked through the MAP/EXCEL Program.”

— **Manager of Leadership Development**
KidsPeace National Centers

“We looked at other programs and decided MAP/EXCEL was what we were looking for because it was well grounded in research. MAP/EXCEL provides a way for managers to evaluate where they are, identify where they need to go and a means to get there.”

— **Training Director**
Bermuda Hospitals Board

“I’ve been in organizational development and manufacturing for many years. In all my years of experience, I’ve rarely seen the impact made by MAP and EXCEL in the day-to-day performance of employees. We had a 43% improvement in the 12 competencies measured by MAP due to the EXCEL classes and one-on-one coaching. I can’t think of a better training dollar I’ve ever invested.”

— **Director of Manufacturing**
Poore Brothers

hrd HRD PRESS

Human Resource Development Press
22 Amherst Road
Amherst, MA 01002-9709

CALL: 1-800-822-2801 x 138
VISIT: www.hrdpress.com

PRSR STD
U.S. POSTAGE PAID
ABERDEEN, SD
PERMIT NO. 200

