

## **Persona Global Inc.**

**Persona** GLOBAL Inc. 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 Inc.'s metrics and methodologies are currently available in 70+ countries and its programs have been translated in up to 38 languages. More than 1,450 certified **Persona** GLOBAL practitioners around the world serve their clients as strategic business partners.

For more information visit [Persona Global Inc.'s website](#).

### **Performance Solutions**

#### **Persuasive Communication & Influencing**

**Persona** GLOBAL Inc. has developed complete and skill building training workshops and influencing methodologies, considered as lifelong tools for **communicating** more powerfully and persuasively, **providing** delegates with an intuitive, practical system for dealing with all people, especially those "uncooperative people" or "difficult negotiators" whom they have not been able to influence yet, **creating** cohesive teams and **achieving** performance goals at higher levels.

Additionally, the present series is supported by the new **Persona** GLOBAL Inc.'s PC Gameplan mobile application, an interpersonal communications expert profiling system enabling the user to be more effective in establishing a trusting relationship.

#### **Organizational Surveys**

**Persona** GLOBAL Inc. provides scientifically-based surveys and easy-to-use tools, designed and developed in order to:

- Measure effectively an **organization's ability to adapt** to the ever-changing business environment
- Measure **key customer value data**
- Determine to what extent the **culture of a company is execution-oriented**
- Discover how **closely aligned** a company is in 12 key areas that affect business results.

#### **Leadership Management Teams & Coaching**

The Leadership Management Teams & Coaching Series include several workshop methodologies, assessment tools and feedback instruments, specifically designed to measure and boost the **performance** of all the levels of an organization, build **high-quality teams**, develop and disseminate the **leadership model** through the company,

achieve efficient **project and team management** as well as **ensure perceived optimal working conditions** for employees.

### Strategic Approach

Cooperation, Partnering and Customer Experience Management are the core values and priorities of the Strategic Approach Series, giving the participants –top executives, managers & employees- the opportunity to:

- **Improve the process of cooperation** in order to develop high quality working relationships
- **Understand the importance of building and sustaining quality relationships**, internally and externally
- **Emphasize their areas of mutual interest** and avoid adversarial behavior for those in **partnering relationships**
- **Acquire a solid understanding of how customer experience** can be used to create competitive advantage and differentiate their organization in the market.

### Innovation & Succession Planning

*Persona* GLOBAL Inc. has developed individualized, self-assessment, and workshop-based methodologies as well as training and consulting tools, which can lead to the:

- **Assessment** of the managerial talent in an organization & **development of action plans** which will integrate and combine individual **career development** with the organization's business needs
- **Development of the company's personnel** to their full potential and **motivation** to unleash the under-utilized aspects of their creative intellect
- **Empowerment** of each individual with a greater creative capacity, at each step of the decision-making process
- **Optimization of the decision making and problem solving**