

## Personal Development Analysis

### PDA

*The best tool in the market to identify and learn the skills of people.*



The **right** decision

**Success** guaranteed



- Scientifically supported
- Evaluates more than 1 million people every year
- Used by leading companies and academic institutions
- Multi-lingual and easy implementation
- Online platform with results delivered immediately
- Own database administered for the client
- International network of partners and distributors

## Testimonials of Success



"The use of PDA adds tremendous value in being able to generate online reports to assess the candidates against the behavioral demands of each position.

This information can be utilized in both the selection and development processes for internal employees".

**Verónica Climent**  
Head of Careers and Development  
Santander Río

## SKANSKA

"We incorporated PDA, integrating it with our competency-based performance evaluations. This added immense value in:  
-Providing additional insight of potential outcomes of the observed evaluations  
-Improving the way to provide feedback to those tested  
-Helping achieve greater confidence and commitment of the line in the skills development program at a regional level".

**María Laura Martí**  
Regional Manager of Training and Development  
Skanska Latin America



"We used PDA in our selection processes, applying it to management levels up to the CEO. This helped us to do diagnostic of the main strengths and areas of improvement, both on an individual basis and as well as the organization as a whole.

It was very valuable to be able to provide individual feedback to each person involved. The way in which PDA allows you to give feedback is one of its greatest virtues".

**Víctor José Ghiglione**  
Human Resources Manager  
Brinks Argentina



"PDA allowed us to objectify our HR processes associated with recruitment and talent management. The PDA is an excellent tool that allowed us to develop training programs and executive development from an objective analysis of the needs of individuals and teams. Relying on the PDA International Consultants for development activities for individuals and groups was of great help to us as it provided helpful solutions to the participants and results in the short term".

**Jorge Buforn**  
Head of Development and Training  
Pepsico Foods Cono Sur

Authorised Distributer and Local Partner



**MRS Management Sdn Bhd**  
Sublot 46, 2nd Floor, Premier 101 Commercial Centre,  
Jalan Tun Jugah, 93350 Kuching, Sarawak, Malaysia  
Tel : +082-454 343, 452 246, 453 246, +603-2116 5961 | Fax : +6082-458 248  
Email : mrs@mrstraining.com, kristine@mrstraining.com  
Website : www.trainingprovider.org



# Personal Development Analysis

## PDA

## What is PDA?

- A tool that analyzes the Behavioral Profile of individuals and describes their abilities, identifies in detail their strengths and areas for improvement.
- Allows you to define positions in terms of behavior and generate “compatibility studies” in order to determine the capabilities of the people to perform successfully in a position.
- With more than 50 years of application and underlying studies, PDA is scientifically supported with more than 90% reliability.
- It is administered online and delivers immediate results.
- Generates complete reports, written and graphical, which help in Talent Management, enhancing the selection and development processes of talent.

## Applications in Talent Management

- Know the strengths and areas of opportunity of your employees in order to design and implement action plans that really enhance their skills.
- Identify key people and strategically manage talent.
- Effectively identify and develop the leaders of your company.
- Ensure the success of your business by encouraging a positive and motivating environment for your employees.
- Know the strengths of your employees in order to form successful teams.
- Leverage the success of your salesteams evaluating their abilities and skills.



An **objective** to achieve



**Information** of value



The **right** decision



**Success** guaranteed



## What does PDA measure?

- Measures the Behavioral Profile of individuals allowing you to describe and know in detail their skills, strengths, and areas for development.
- Does not qualify profiles as “bad” or “good,” but describes the behavioral characteristics of the individual assessed.
- Generates “Compatibility Studies” between candidates and positions that determine the capacity of the person to perform successfully in that position.
- Measures the business skills of the individuals, identifying how they generate new leads, how they interact and negotiate, how they close sales, how they follow up with clients, etc.
- Measures the management skills of individuals, identifying how they make decisions, how they motivate others, how they lead, how they develop their team, etc.
- Measures the level of emotional self-control and the way in which the person manages his/her emotions.

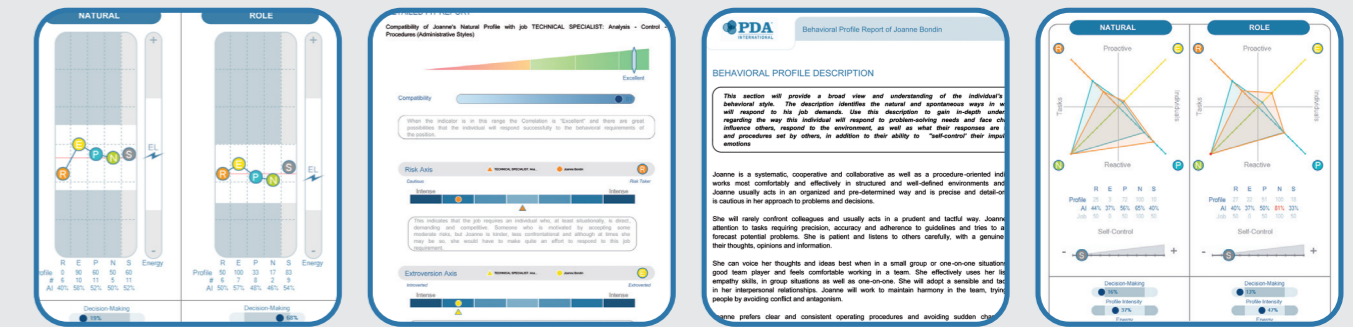
## Benefits of PDA

The PDA Test will allow you to:

- Analyze the Behavioral Profile of individual and their potential.
- Identify the best candidates for the positions to be filled.
- Measure the compatibility of the people against positions and competencies.
- Develop leadership skills through coaching with PDA.
- Define the best career plan for your executives and professionals.

## Types of Reports

PDA allows you to issue both written and graphical reports in order to perform in-depth analysis...



### Individual Reports:

Behavioral Profile Chart

Behavioral Profile Report:

*Descriptive words*

*Description of the Behavioral Profile*

*Leadership Style*

*Sales Style*

*How to lead them successfully*

*Strengths and areas of opportunity*

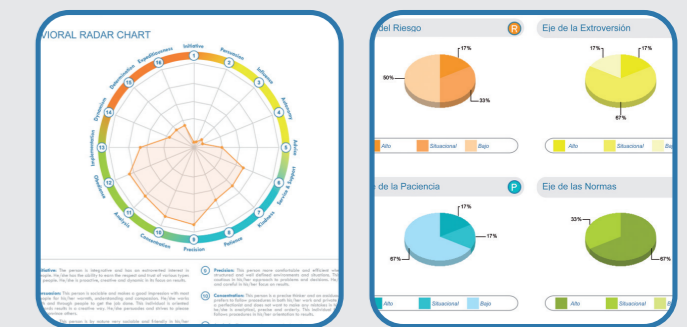
*Compatibility Studies with competencies (predetermined or customized by the client)*

*PDA Radar Chart & Behavioral Radar Chart*

*Compatibility Studies with positions (predetermined or customized by the client)*

*Questions for the interview*

*Action plan for skill development*



### Group Reports:

Compatibility studies with the positions (ranking of candidates)

Compatibility studies with the competencies

Analysis of the group or team profile

### Customized Reports (Individual & Group):

Compatibility studies with the customized positions

Compatibility studies with the customized competencies from the client

### Definition of Positions and Competencies:

PDA JOB Report

PDA Competencies

