

# actualise

business psychology



## *Understand...*

Your Leaders  
Your Rising Stars  
Your Teams

# Understand...

There are three simple strands to what we do.

We help you understand, recruit and develop your leaders. We help you understand, spot and grow your rising stars. We help you understand, nurture and support misfiring teams that could perform much better.



## ...your Leaders

### ■ Leader Assessment

Actualise use psychological profiling techniques to help you understand what superior leadership will be like within your organisation, and then use high quality assessment tools and techniques to ensure that candidates for your leadership positions possess the potential to deliver the results you need.

### ■ Leader Development

The most respected companies in the world have the knack of spotting their future leaders and grooming them to be able to take up the reigns of power when the moment is right.

Based on the leadership skills and behaviours that you need for success, we use cutting edge psychological assessment techniques to profile aspiring leaders against your criteria. We then provide an in-depth insight into what they need to develop in order to make a smooth transition to the top team.

### ■ Executive Coaching

Across your organisation, people must be performing at the top of their game, each and every day.

We help your current and aspiring business leaders understand themselves and their current performance, and then work closely with them to build and develop their capabilities, competence and confidence.

## ...your Rising Stars

### ■ Talent Profiling

Every business needs to identify and develop its talent – the rising stars that have the potential to be the senior leaders of the future – and then develop, nurture and support them towards that goal.

We help you to understand the skills, motives and behaviours that will underpin your future business success. We then design and deliver events that profile your talent against these criteria to enable you to identify your rising stars.

### ■ Performance Coaching

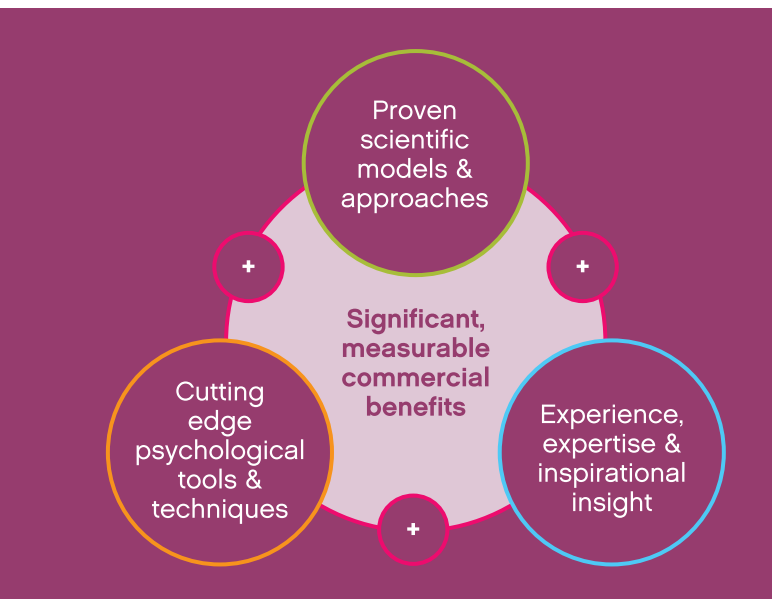
In a challenging and demanding business environment, you'll need all your colleagues to be performing well. Our supportive coaches utilise a practical 'toolkit' of techniques and exercises to help managers build on their strengths and rise above the blocks to excellence.

### ■ Assessment for Recruitment

Ensuring that we fully understand the skills, styles and competencies that your business needs is the first part of every recruitment project we deliver.

We develop a bespoke, targeted and in-depth assessment centre that will enable you to make informed, accurate and objective recruitment decisions. We'll guide you through the best exercises, tests and questionnaires to use as part of the service, and ensure that your candidates get treated like potential customers and not numbers.





"I have used Actualise expertise on a number of occasions and have always found them a pleasure to work with: reliable, credible, high quality and good value. I have no hesitation in recommending their service..."

**Amanda Menahem, Senior Global HR Manager, Novartis Pharma (now HR Director, Hastings Direct)**



YorkshireWater

"The development centre has a real impact on our graduates and plays a key role in their personal and professional development, adding value to the business."

**Shauna Purdey, Senior Learning & Development Adviser, Yorkshire Water**

## ...your Teams

### ■ Team Performance Profiling

Team Performance Profiling psychometrically examines how your teams are faring on 12 key facets of group success, such as role clarity, communication and relationships.

We provide detailed and in-depth feedback about the results of the profiling exercise, and then work with the team to explore action plans to capitalise on team strengths and address the areas of deficit.

### ■ High Performance Teamwork – "Power UP"

Sometimes the performance of an otherwise great team can wane. What's often required is an upbeat boost to redirect and re-energise performance.

Power UP sessions are designed around the psychological processes that will help your team to meet their business goals, while giving them the enthusiastic lift they need to get back on track.

## Success Story

**Situation:** Research is the beating heart of the pharmaceuticals industry, and AstraZeneca asked us to help them identify their high fliers who could successfully direct their global research projects.

**What happened?** We carried out a thorough job analysis project, and then developed a bespoke developmental assessment centre around the key behavioural competencies that would lead to success in role. The centre featured bespoke and existing exercises, as well as professional actors as role players. Candidates from AstraZeneca across the globe attended the centres.

**The outcome:** AstraZeneca identified the individuals with the potential to fulfil the key roles, and these people were provided with intensive support to enable them to make the step up as soon as possible. Unsuccessful candidates received in-depth feedback from trained line managers and coaching around their areas of improvement.



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Actualise Business Psychology is an expanding team of highly respected business psychologists and consultants, operating nationally from our base in Manchester. We provide business focused, high quality and innovative consultancy solutions to help organisations tackle tricky people problems.

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