



Performance Leadership

"Mastery of Performance Leadership skills will produce measurable and lasting improvements in the quality and quantity of work of your employees, regardless of the type of job or personality of the employee."

Dr Martin Wikoff

Increase Your Leadership Effectiveness and Your Organisation's Performance

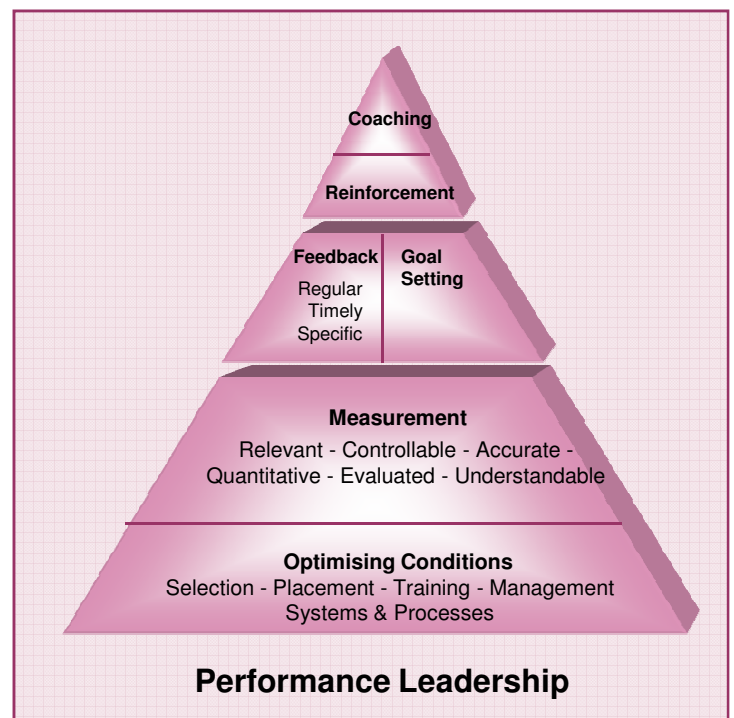
How do you get everyone to pull together, focus on the customer, improve productivity and produce results? Persona's Performance Leadership program has been developed from systematic, research-based strategies that will measurably differentiate your organisation in the market place. The program has been designed to develop those leadership skills which have the greatest impact on individual and team performance. Managers will learn how to:

- ◆ Establish conditions necessary to **optimise performance**
- ◆ Set customer-driven **performance measures** and standards
- ◆ Promote continuous improvement through **goal setting**
- ◆ Encourage and **reinforce** high and improved performance
- ◆ Build teamwork and maximise individual performance through **coaching**.

The 360° Performance Leadership Profile has assisted thousands to become more effective leaders and continues to remain the only multi-rater assessment based on the principles of performance technology. This is accompanied by a 2-day comprehensive skill-building workshop for managers of any level. It is ideal for people in management who want to learn managerial skills and install procedures that research has shown will improve and maintain human performance. It incorporates all of the principles and procedures that have been proven effective in producing measurable performance improvement.

Benefits

- ⌘ Each manager receives an individual 360° Performance Leadership Profile. The report supplies specific written and numerical feedback and makes recommendations about performance in each assessment category.
- ⌘ Develop customer-driven performance standards and measures.
- ⌘ Understand how to set effective goals and recognise employees' achievements.
- ⌘ Learn how to implement effective performance management systems.
- ⌘ Gain techniques for providing ongoing performance feedback.
- ⌘ Become an effective coach to help employees grow and achieve their potential.





"We are much more effective now that we are committed to performance measurement and focusing on customers. We intend to stay on top of market shifts and keep adjusting our culture to provide premier values to customers".

Robert Powell, Executive Vice President, Omaha Paper Company

The Performance Leadership

The Performance Leadership Profile measures your work unit's perceptions of certain features of the work environment which are proven factors that drive performance and management success.

Over 30 years of research conducted in all types of business, with all types of workers, all over the world, clearly reveals that managers who properly use techniques based on a Performance Leadership framework achieve significantly higher levels of performance and job satisfaction. Of course, many factors influence performance - and some of these are out of a manager's control. However the elements of the Performance Leadership profile are factors which are primarily *under the manager's control or influence*.

Profile Summary Report

Your profile summary report reflects your overall effectiveness in the six performance system elements, based on the perception of your workgroup, manager and peers.

It includes graphical, numerical and qualitative information regarding:

- Self Score vs Others
- Self Score vs Peers
- Self Score vs Direct Reports
- Self Score vs Manager
- Peers vs Direct Reports
- Manager vs Peers
- Manager vs Direct Reports
- Specific recommendations

Credentials

The author of Performance Leadership Dr Martin Wikoff, is a research psychologist, educator and recognised authority on organisational development, productivity improvement and behavioural technology. His scientifically verified productivity and quality improvement technologies have been deployed extensively around the world for nearly 30 years.

About Us

Dawson McDonald is the Australian Partner of the internationally recognised Persona Global group, that offers business solutions to organisations throughout 60 countries. Company Principals, John Dawson and Carmel McDonald have been consulting, training, coaching and recruiting for Australian businesses for over a decade, following extensive industry experience.

About Persona

Persona Global is a worldwide provider of learning, development and assessment tools and methodologies for organisations facing challenges in change leadership, communication, organisational alignment, sales, customer service, and management.

Corporations that have benefited from Persona Programs include:

General Electric	Microsoft	Exxon Mobil
Pfizer	Xerox	Applied Materials
BMW	Vodafone	British Airways
Mitsubishi	Dell Computer	Japan Airlines
Disney	IBM	Credit Suisse
Coca Cola	Alcatel	American Express
Hitachi	Motorola	Sony Music Entertainment



Dawson McDonald Consulting
PEOPLE ► PERFORMANCE ► ALIGNMENT

Performance Improvement Consultants

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