

Case study

People Development Partnership

The People Development Partnership specialises in training and consultancy services. They recognise that true power comes when you harness the strength of your people. They offer sales, communication, call centre and management training.

They use PPA as an integral part of their coaching and development programmes.

Chris Dalzell, managing director of the People Development Partnership comments "One of our current projects is working with the sales department of a publishing company. A new, people oriented MD had been appointed. He had been profiled using PPA and wanted to profile his whole team of 45, as he was restructuring but did not want to make assumptions about the people's ability. The business had hit a plateau and he wanted to take it to the next stage. The team had two key managers, integral to the team's success, but they just did not get on well. To see what was happening with the relationship we produced a Compatibility Report." This report highlights the working strengths of two individuals, how they perceive each other and communicate as well as giving advice on how to improve their working relationship.

"For me PPA is quick as well as extremely accurate. It enables you to have in-depth conversation at a very early stage. Clients don't have time for days of consultancy. Using PPA in this way I am able to deliver results much faster."

"These were difficult conversations to have with the two people involved but the report gave the MD objectivity without the influence of personality. It meant we turned a huge corner with the progression of the team as a whole."



Chris Dalzell went on to describe another instance where PPA was used:

"Another project we undertook was graduate recruitment for the NEC. They didn't have a programme so we were starting from scratch. We were recruiting for people to sell and market the NEC's exhibitions. We produced a 'Job Profile' of the ideal candidate."

Job Profile is a template for a job – the behavioural requirements of the job itself. Like PPA, results are plotted on a graph. You can then compare the PPA profile against that of the Job Profile to assess how well that person would 'fit' the role.

"It is particularly challenging when recruiting graduates



as you often cannot easily recognise their skills, knowledge and aptitude. This is where PPA is so useful, it tells you the 'raw material' you have to work with. Even the more experienced recruiters can struggle with graduates, they know what they want in the role but they don't know what questions to ask to ascertain if they have the right candidate. PPA helps them to do this."

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"On a recent project there were some difficult conversations the MD had to have in respect of a personality clash on one of his teams. The PPA report gave the MD objectivity without the influence of personality. It meant we turned a huge corner with the progression of the team as a whole."