

CheckPoint 360™ Feedback System  
**Profiles SkillBuilder™**

## Customized Online Training and Coaching Accelerates Leadership Development

An estimated 90 percent of Fortune 500 companies use 360-degree feedback

An article in *Workforce Magazine*, October 2000, describes a study comparing training alone to coaching combined with training. Results showed that training alone increased productivity by only 22 percent, while training **plus** coaching **increased productivity by 88 percent!**

assessments. Despite their popularity, organizations are not seeing the results on their bottom line.

The CheckPoint SkillBuilder™ is a distinctive tool to build upon leadership strengths and to close critical skill gaps. Most

360-degree feedback systems simply report a participant's strengths, weaknesses and may provide some suggestions for improvement.

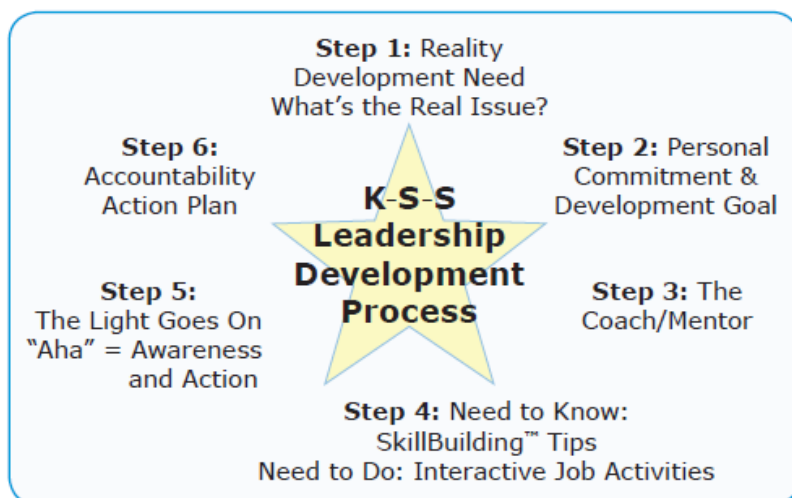
The advantages of SkillBuilder™ go far beyond by:

- Capitalizing on the fact that the best professional development happens on-the-job

- Providing a blueprint identifying the right job activities and job tips on which a manager can concentrate
- Establishing accountability with a customised personal development plan that captures the participant's response to on-the-job activities, key learning from the activities, along with an action plan outlining what the participant is going to keep doing, stop doing, and start doing to sustain their improvement or change
- Incorporating real time coaching by either an internal or external coach
- Providing a customized Coaching Guide that includes coaching how-to information, coaching tips that directly link specific SkillBuilder on-the-job activity and six coaching agendas.

SkillBuilder™ applies Profiles' unique K-S-S system to help managers:

- KEEP DOING the things they do well
- STOP DOING those things that interfere with their effectiveness
- START DOING things that will improve their performance.



"The best part of the CheckPoint 360™ Leadership System was the skill-building tips and activities that were identified in the SkillBuilder™. They were job-based, to the point and helped me with my job."

—Bank Administration Manager,  
Midwest Banking Group

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### Robust Measurements

SkillBuilder™ addresses 8 Management Competencies and 18 Skill Sets:

- Listening To Others
- Processing Information
- Communicating Effectively
- Instilling Trust
- Building Personal Relationships
- Delegating Responsibility
- Adjusting To Circumstances
- Thinking Creatively
- Providing Direction
- Facilitating Team Success
- Working Efficiently
- Working Competently
- Taking Action
- Achieving Results
- Cultivating Individual Talents
- Motivating Successfully
- Displaying Commitment
- Seeking Improvement

### The SkillBuilder Process

**Step 1** The CheckPoint 360™ assessment identifies areas for management development.

**Step 2** Collaborate with your manager to prioritize the Skill Sets to address.

**Step 3** Complete the online SkillBuilder™ interviews and exercises to identify opportunities to apply specific improvement activities in your organization.

**Step 4** Leverage the SkillBuilder™ generated Personal Action Plan for step-by-step actions to improve your management skills.

**Step 5** The SkillBuilder™ Coaching Guide provides your coach with a detailed road map to guide you through your leadership development initiative.

### SkillBuilder™ Provides Step-by-Step Guidelines for the Manager and Coach

The secret to successful leadership development is the addition of a coach to introduce accountability and increase effectiveness. When participants receive reinforcement through coaching, behavioural change will take place. Therefore, SkillBuilder™ generates two guides which walk you through specific activities and exercises to accelerate leadership skill development.

"This program is designed for improving managers' skills and thereby improving employee retention and productivity. It is an effective program that implements lasting change."

— Jim Sirbasku, CEO, Profiles International

- **Personal Action Plan** - Participants complete on-the-job activities and coaching sessions to generate a custom plan of action for professional development, including skill building tips, skill building activities, and suggested supplemental activities. The plan provides a framework to drive accountability for change and enables a commitment for continuous professional improvement.
- **Customised Coaching Guide** provides a detailed framework that helps the coach guide the manager through activities and exercises to ensure continuous professional improvement.

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