



www.AchieveGlobal.com

Tap The Potential Of Your Organization

Top-performing organizations all have one critical thing in common: motivated individuals who are connected to a clear strategic vision and prepared to achieve.

AchieveGlobal can create this powerful dynamic in your organization.

We can help you clarify strategy; identify gaps in the current skills, attitudes, and behaviors of your employees; and provide the consulting and training that closes those gaps.

Through our worldwide network of resources, we can help your organization improve performance locally — in whatever localities you work — and achieve globally.

It's what we've done for many years, for some of the best known companies in the world.



Johnson Controls

Since implementing AchieveGlobal's service training, Johnson Controls' annual fall surveys focusing on staff evaluation have been rated at or above 4.5 out of 5, with professionalism consistently ranked the highest. Additionally, average call quality scores have increased to above the goal of 95%.

"The beauty of working with AchieveGlobal was that they remained very close throughout the implementation; they were able to adjust our original plans as needed. For example, as a new five-year marketing plan took shape, they helped revise the training to include more emphasis on identifying higher value accounts and deepening the business relationship with them."

- Derek Gee, National Sales Manager

University of Texas, Medical Branch

New enhanced leadership has raised the trust level of frontline and other employees, changed direction, and instilled a sense of professionalism.

"I've always considered the relationship with AchieveGlobal to be consultative. Rather than coming in to sell a product, they take the time to understand the organizational context, to see what needs to be augmented and enhanced."

- Doug Stark, Director of Organizational Development, Training, and Recognition



A World of Resources

As one of the most cost-effective and respected assets of Informa, an international, publicly traded provider of information for the academic, professional, and business communities, AchieveGlobal has the resources and support of one of the world's most reputable firms in the field, with:

- 1,000+ employees worldwide.
- A presence in more than 40 countries and offices throughout North America.
- Specialized expertise in global implementation.
- Products and services delivered in more than 32 languages and dialects.
- Customers that include more than 400 of the Fortune 500 companies and more than 400 of the European Financial Times 500.

In addition, we have formed strategic alliances that extend our capabilities, helping our clients develop new markets, expand product offerings, and increase their competitive advantage.

Our global reach means we can work with any multinational organization, anywhere, at any time, by tapping into the experience of local professionals who offer a wealth of business acumen and are thoroughly familiar with the local market.

Kaiser Permanente

As a result of participating in AchieveGlobal's leadership training, Kaiser Permanente's internal human resources survey reported KP employee satisfaction rose 32% from 2000 to 2002; staff turnover rate at People Solutions, KP's human resources facility, went from 45% to 20% in 18 months; and the abandonment rate, which was 12% in 2000, was reduced to 7% in 2001 and to 3.4% in 2002.

"I've learned how not to get 'hooked,' how not to let a customer get control of the call. That was one of the goals of this AchieveGlobal training program. That's a win-win situation for me, my customer, and my company."

- Alean Watt, Collector

A World of Capabilities

AchieveGlobal is uniquely equipped to help companies achieve better results. As part of our full range of services, we can clarify your business strategies and reconcile them with employee capabilities and attitudes. We can assess competencies, map integrated solutions, and mount global implementations.

Our portfolio of integrated, customized consulting and training solutions offers you powerful tools that are unique in the industry. We offer a full-systems approach from initial assessments to consulting and training to measuring results. Our services are backed by years of solid research and an impressive list of successful clients.

Whether your company needs fundamental skills training for one department, or enterprise-wide strategic implementation involving multiple competencies, we can take you from simple strategy to sustained success.

A Research-Based Approach

We focus on conducting original research, yielding important strategic information about your needs, staying abreast of key business trends, and achieving measurable results.

Our commitment to research and results, combined with integrated solutions, our global reach and respected heritage, give AchieveGlobal a global edge.

Consistent, Effective Transfer of Knowledge and Skills in a Global Environment

Globalization has led many organizations to seek effective ways to develop skills and change behavior across international boundaries. Yet what works in one country or culture doesn't necessarily work in another. That makes culturalization imperative to your success.

As our name suggests, we are singularly qualified to partner with you in global relationship — and move your organization from strategy to results.

British Telecom

Every objective for British Telecom's customer service initiative was exceeded within the first 12 months. Independent surveys indicated an aggregate rating of 95.5% satisfaction and the "very satisfied" rating rose to 86%, both of which were the highest on record. The number of complaints was reduced by 25%, and the call abandonment rate dropped to lower than 2%, well below the industry norm of 6% or higher.

Marriott Marquis, New York, N.Y.

Customer satisfaction scores soared from 48%, near the bottom of Marriott's tracking system, to 75% after the implementation of AchieveGlobal's service training, along with a companion train-the-trainer program. Customer satisfaction scores continued to climb over the next three years. The training has since become available at all Marriott properties.



How Do People Learn the Same Skills Effectively, from Culture to Culture and Country to Country?

Often, they contact us.

Rather than imposing foreign concepts on learners in a foreign language, our experience teaches us that true learning and skills transfer occur most effectively when instruction is in the native tongue and builds from native experiences. This approach results consistently in higher participation, more cooperation, and an active change in behavior.

We Follow Four Principles for Effective Learning:

1. The learner must be in a familiar environment.
2. The messages must have relevance and must be presented in a context the learner understands.
3. The learning method must reflect the learner's values and comfort zone.
4. The learner must be able to identify with examples provided.

To ensure effective transfer of knowledge and skills, we adapt our programs locally to match the business and cultural environment where the training occurs and in which the audience is most comfortable. Among the ways we ensure culturally appropriate training:

- Making approaches consistent with business cultural norms
- Re-shooting video
- Choosing culturally relevant examples
- Translating language and dialect
- Utilizing alternative learning exercises
- Fully explaining the reasons behind the teaching of particular skills and concepts

To maximize the impact of our efforts, we certify local trainers in the markets where we deliver the training. For global implementations, trainers from one country who intend to deliver the training in another country or culture can ensure success by working with local AchieveGlobal resources that are experienced in local cultural facilitation.

A Unique Approach. A Proven Process. A Record of Results.

All of our learning solutions are created to help participants commit to learning improved methods and practices, assess their current abilities, apply new knowledge, and develop confidence and competence through practice feedback and ongoing application. This unique learning design fosters positive behavior change and sustainable results.



1. Analyze } At the onset of an engagement, we will gain an in-depth understanding of your organization's needs, strategies, culture, and desired business outcomes.

2. Assess } We will work with you to identify gaps in performance and the benefits you can realize by effectively addressing them. We also identify the critical success factors that drive high performance and recommend the best measures for gauging your success.

3. Design } Applying our expertise in implementing successful behavior change initiatives, we work with you to plan and design the most effective solution. At this stage, we identify the appropriate resources and outline a unique learning implementation strategy that will meet your distinctive needs. Our goal is to craft a solution that complements your organization and builds upon work that is planned or under way.

Recommended solutions may include consulting interventions, targeted measurement strategies, communication plans for leaders, internal marketing plans, customized training programs, trainer certification and support, coaching strategies, as well as support for creating internal systems that encourage desired behaviors. Alternatively, the solution may be simply to blend our consulting expertise with our research-based training programs already in place.

4. Implement } During implementation, our experts work with you to roll out the critical components of the solution, such as the communication plan, preparation of leadership, and the delivery of training.

5. Measure } Based upon your desired outcomes and following the measurement strategy designed during the assess phase, we work with you to evaluate the results of the initiative and identify any needs for additional improvements.

Our work during this stage helps you better understand:

- Change in behavior levels
- Frequency at which the new skills/behaviors are being applied
- Levels of improvement for various, identified skill gaps
- Amount of reinforcement activity under way
- Cause/effect connection between the application of skills and/or models, and the direct impact on business issues
- The return on your investment

2002 Winter Olympic Games

Because of our unique combination of long international experience and deep resources, AchieveGlobal was selected the official volunteer and staff training supplier for 35,000+ volunteers at the 2002 Olympic games in Salt Lake City, Utah — the first training company ever to be part of this global event.



Continued Improvement

We will document your success in reaching your desired goals. When possible, we will also translate those results into financial metrics so that you may better understand the numbers behind the initiatives. Through the continued learning built into our training and coaching strategies, you always have access to the resources that help you sustain and build upon improved results.

We Know the Art of Improving Business

We seek to maintain a productive, empowering, and ongoing relationship with your organization — one that reinforces behavior changes and adds to your success.

We know how to bring out the best in your company. And we've done it for clients, ranging from local organizations to multinational corporations, all over the world.

It's time to learn. It's time to perform. It's time to grow. Isn't it about time you relied on AchieveGlobal?





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