



M A E C H I PERFORMANCE SYSTEMS

Three on two continuous



2010

Introduction

I very much hope that you will take a little time to read through some of our products and services for the year 2010/2011. Every year we look for new ways to inspire, motivate and improve individuals and their workplaces. Given the financial environment that has gripped the world recently, we know it is important to offer organisations and individuals more than the usual dull platitudes. In this economy, with the challenges we face, the day of the consultant spouting ten word solutions is gone.

This document covers some of our one-to-one and group coaching systems as well as the more holistic in-house performance consulting services that can be combined with coaching to augment change and speed the desired outcomes.

I played professional basketball for 15 years at the very highest levels, and while I certainly tap into my myriad of experiences earned in the US and across Europe, it is the combination of that anecdotal wisdom with cutting-edge research that really gives me - and you - the edge.

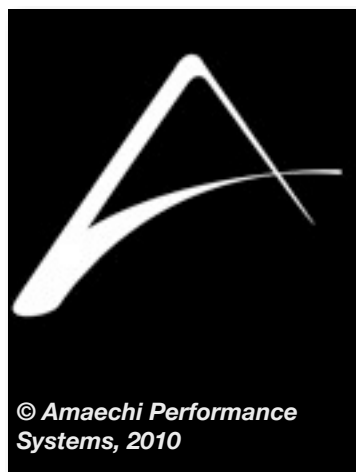
I know you will find something to pique your interest, and we are always glad to customise what we offer into a bespoke package that will suit you and your organisation. Some of our clients can be seen in the banner below and I would like nothing more than to add you to the family!

I look forward to hearing from you.




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John Amaechi



“The most improbable of people, in the most unlikely of circumstances can become extraordinary”

~ John A.



John Amaechi is a psychologist, New York Times best-selling Author, retired NBA basketball star and social entrepreneur working in both the US and the Europe. His work is mostly in industrial/organisational settings with medium to large institutions: business, educational and philanthropic, to help them maximise their human capital.

Making the Connection

John is an accomplished speaker with experience addressing a diverse cross-section of clients, including an impressive list of fortune 500 corporations, international charities and world-class educational institutions, across Europe and the United States.

He appears regularly as an expert pundit for CNN, the BBC and SKY. He has also appeared on a host of topical shows like Breakfast, The Daily Show with Jon Stewart, Real Time with Bill Maher, Oprah and many more, speaking about communication skills, team cohesion and diversity and inclusion on individual and team performance.

Transforming Organisations

John has extensive expertise in connecting with diverse audiences, and through dialogue, honing a coherent change narrative for any individual or organisation. He is able to set and maintain tone, as well as use wit, warmth and insight to link the individual facets of any of the

APS programmes. His demeanour and experience allow for an inspiring, entertaining and unforgettable interaction. John never forgets that discomfort is one of the early factors in a change or improvement process, he can prepare clients for this and guide them through the early, difficult stages.

Inspiring Change

John relishes the challenge of enhancing performance on a one-to-one basis. He is expert at working alongside leaders to analyse strategy, facilitate intra-organisational communication and highlight and tackle problems that diminish workplace harmony.

APS Performance Coaching

“Nobody should go uncoached in sport, or in life.” ~ John A.

Since John first discovered basketball he has seen first hand the power of great leadership to take an unlikely group and turn them into a winning team. He has also experienced the power of a mentor and coach to drive personal achievement.

Whether in sport or business - and especially when the climate is hostile - there are few people who would not benefit greatly from expert, individual attention.



Performance Coaching can be set up individually, outside of the work context, or incorporated into the the framework of a larger in-house programme.

There is a great deal of flexibility from 45 minute individual sessions (even via Skype) to seeing groups of people by tier or task area.

APS is aware that many elite and elite-track personnel can see the offer of performance coaching as an impugment of their skills and abilities but APS Performance Coaching is flexible in scope from the narrow remit of enhancing communication skills, or improving leadership techniques, to a broader developmental framework that develops a partnership to do whatever is necessary in any domain.

Performance Coaching is recognised as an incredibly useful intervention.



It is a very close, bespoke and personalised partnership that is valued highly for those qualities by coachees and learning and development professionals alike.

APS recognises that many organisations have some form of internal framework for personnel development. As such, Performance Coaching can slot easily into most frameworks by early, open communication; setting meaningful objectives at the individual and the organisational level will allow APS to work in harmony with internal processes, even those already in progress.

For those with internal mentoring initiatives, the Performance Coaching advantage will be evident from the start. The ability of an outside perspective to analyse entrenched issues can't be overlooked.

John sees the coaching relationship as one where a good amount of pressure to excel is married with the right amounts of consistent motivation and support.

As a proponent of Carl Rogers' school of humanistic psychology, John believes in the power of his authentic, personal interactions to catalyse tangible change within people and organisations.

We've seen it work at the highest levels, and encourage you to meet John and find out for yourself!



Emotional Literacy & Performance Coaching

Key Aspects

There seems to be no end to the variety of ways to leverage executive development. But given the economic pressures and the large variety of people in need of development the Performance Coach must be increasingly flexible, prepared and innovative.

Investing in People

Not all those in need of coaching are initially motivated to make the attitudinal shift that will allow for a successful partnership. Our experience allows our coaches to quickly breach any initial resistance and forge a developmental partnership. Buying into the Performance Coaching also means buying into their organisation, so coaching is a route to improved retention of key employees.

The Personal Touch

As elite-track individuals within organisations become younger, Performance Coaching focuses on nurturing the kinds of relationship-building and leadership skills that will accelerate the maturation process. For more experienced individuals, Coaching provides a collegiate relationship with a peer who can provide a hand in professional growth and work/life balance.

An Independent Voice

Performance Coaching is highly proactive and quick to respond to ongoing day-to-day events that might impact the coachee.

The Performance Coaching programme exists to support the individual above and beyond - but working alongside - any current provision from their workplace.

About Emotional Literacy (EL) & Social Emotional Techniques

Emotional Intelligence and Emotional Literacy have a natural synergy with linguistic competence, empathy and leadership. As such APS Performance Coaching, offers an opportunity for individuals to significantly expand their understanding of themselves and arm themselves with the tools necessary for advancement in today's market.

Emotional Intelligence is a vital precursor to so many of the qualities deemed important for those in positions of leadership, whether professional, political, community or sports based.

Creating an emotionally intelligent workplace culture imbues group members with self-confidence, self-motivation, autonomy and a sense of belonging - factors that are all tied to improving the bottom line.

Emotional intelligence is not an innate trait, it is a set of qualities that can be taught, and must be learned to excel in the 21st century.

Performance Coaching bases its strategy on 'bespoke situational applicability' so candidates can benefit as they deploy new tactics at work and get immediate feedback.

The Benefits of EL Programming

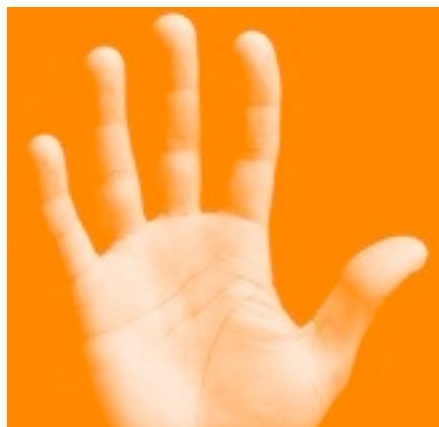
Contrary to popular belief it is not the strongest of the species that survives, or the most intelligent, but the one most responsive to change; high levels of emotional literacy prepare individuals with skills that facilitate adaptation.

There is a considerable body of research suggesting that a person's ability to perceive, identify, and manage emotion provides the basis for the kinds of social and emotional competencies that are important for success in almost any job. Furthermore, as the pace of change increases and the world of work makes ever greater demands on a person's cognitive, emotional, and physical resources, this particular set of abilities will become increasingly important. (Cherniss, 2000)

Emotional intelligence skills include empathy, intuition, creativity, flexibility, resilience, stress management, leadership, integrity, authenticity and intrapersonal knowledge. These skills augment IQ and make up many of the 'intangible qualities' for which so many great leaders are lauded.

Importantly, although improving emotional literacy has a positive impact on many types of tasks, in the most complex situations a top performer has been shown to be 127% more productive (Hunter, Schmidt, & Judiesch, 1990).

Nearly all senior positions in organisations count complex informational, leadership and interpersonal aspects - as such, every person who wants to truly excel, needs improved Emotional Literacy.



APS Performance Consulting

“Make it thy business to know thyself, which is the most difficult thing in the world.

***~ Don Quixote, Pt II.
Miguel de Cervantes
Saavedra, 1615***

Getting it absolutely right at the performance edge is the difference between adequate and outstanding - and it is hard!

At APS, we know that having a fresh set of expert eyes on important issues can make all the difference. Whether it be through one of APS' own interventions like the extensive FBPA, discussed in some detail on the next page, or in a formalised consultancy role

working on specific projects, people or for identified work outcomes.

APS has worked in almost every sector; from health and pharmaceutical industries, to investment banking, the EU Commission, private foundations, and a broad cross-section of higher education and international charitable organisations.

It should never be said that anyone has 'seen it all' but our combined expertise does mean we are better equipped than most to face the endlessly unique challenges ahead.

Our performance consulting



Taking it Outside: a change of venue and convention can speed up the change process

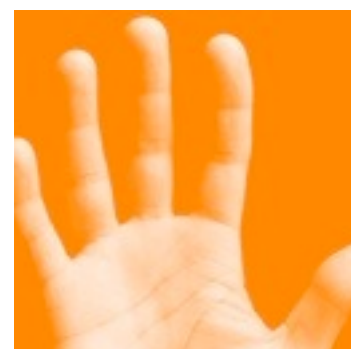
process will guarantee an agreed amount of time per month, or days per project that we will be devoting to your agenda. We rigorously schedule time, so that John is available on-site when necessary, and only as far away as a computer or telephone at all others.

John's collaboration has been sought in all areas of

organisational performance from personal development and team building issues, communications training and strategy and of course in helping those in charge to realise and tap, their own personal leadership potential.

John does not work alone, he has several CIPD accredited trainers who work along side, and Dr. Peter Carroll, who is a partner at APS, a medic and change management consultant; Peter's business consultation focusses on the health and medical field, but he is at the disposal of all our clients.

The last hurdle of outside consultation is meshing with HR and internal development staff, and we make working together a priority.



APS SportsCare

“...in the most complex situations a top performer has been shown to be 127% more productive.”

The Product

The Sportscare programme targets the heart, soul and mind of elite athletes to engender maturity, commitment and longevity. Sportscare uses social-emotional techniques to initiate progressive behavioural changes, engender an increased awareness of personal and team potential, self-efficacy, and a more specific of the tasks and goals ahead, as well as a greater understanding of their role within their clubs, their sport and society at large. It also promotes a broader sense of personal responsibility, ethics and accountability.

The specific remit of Sportscare is to accelerate the personal growth, maturity, responsibility and commitment that is now required in our young and usually under prepared sportsmen and women.

The Philosophy

Sportscare addresses the specific needs of any sports most important asset – the athletes. The follow-on effect for NGOs and clubs, not to mention

the general image of sports, will be hugely positive, but the emphasis is a programme designed for the education, empowerment and talent-access of the individual. The following points are crucial in Sportscare’s responsibilities:

- We manage the confidential mentoring and education of the players for their own benefit, our clients may be the NGO or club, but we are beholden to the athletes. The management of these two partners within each organisation will determine our success.

- Sportscare's role is to educate and support the players understanding of their role within all structures: The team, the business, the sport and the general public.

- Sportscare will use skill training and mentoring to reduce outside distractions, create a focus on their sport and an awareness of tangential distractions.

- As athletes start younger, Sportscare focuses on nurturing the kinds of relationships, inter- and intrapersonal skills that will accelerate the maturation process and allow access to high



performance mental-states.

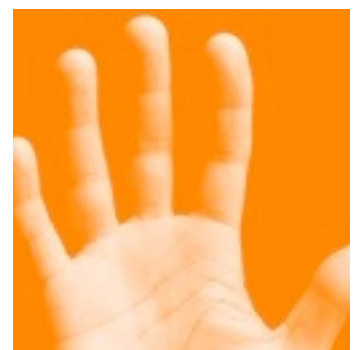
- Sportscare is highly proactive and responsive to ongoing day-to-day events that might impact the players and their teams.

The Programme offers

The Sportscare programmes understand the background needs and probable skill deficits that the athlete’s may bring to competition. It works to incorporate simple, carefully packaged concepts into an interactive forum, and individual one-to-one sessions with ongoing support, to allow the effects of the programme

to build organically and exponentially as the programme runs.

The full training programme develops over time to encompass the specific requirements of each club, starting with the player, coach and management feedback that is incorporated with the backbone of the programme.



SportsCare: Athletes and E.L.

Key Aspects

The demand for return on the sports investment pound is more evident than ever. As such the athlete development initiatives that clubs, sports and NGOs implement need to become increasingly innovative.

Buy-in

Buy-in is essential for the full validity of the programme, the recruitment and enhancement of veteran leadership is an integral part of the programme ethos.

Proactive

Sportscare is both highly proactive and quick to respond to ongoing day-to-day events that might impact the players and their teams. Concerted drive to elevate personal ethics, character and leadership

Focus

Sportscare will use skill training and mentoring to reduce outside distractions, create a focus on sport and an awareness of non-sport responsibilities.

Independent Support

The EAPD programme exists to support the elite athlete above and beyond - but working with - the current provision from the NGO.

Education

Sportscare's aim is to educate and support the players understanding of their role within all structures: the team, the business, the sport, and to the general public.

Nurturing

As professional players become younger, Sportscare focuses on nurturing the kinds of relationships and skills that will accelerate the maturation process.

About Emotional Literacy (EL) & Social Emotional Techniques

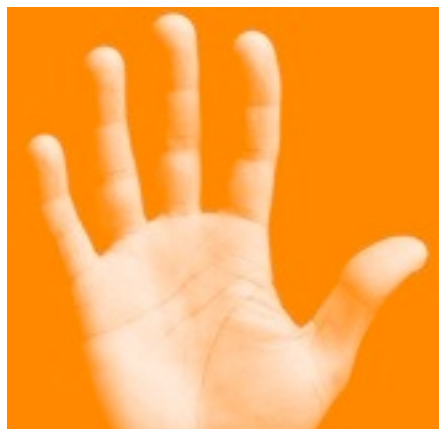
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Emotional Intelligence is a precursor for so many of the qualities deemed important for those in positions of leadership, whether professional, political, community or sports based.

Creating an emotionally intelligent team culture imbues group members with self-confidence, self-motivation, autonomy and a sense of belonging.

Emotional intelligence is not an innate trait, while certain conditions, such as autism, can interfere with it's learning, it is a set of qualities that can be taught.

SportsCare bases it's programme on bespoke situational applicability so candidates can benefit as they practice and compete and when they complete the programme they will be better equipped to face the demands of the 21st century competition, whether in sport or in the workplace.



The Benefits of EL Programming

Contrary to popular belief it is not the strongest of the species that survives, or the most intelligent, but the one most responsive to change; high levels of emotional literacy prepare individuals with skills that facilitate adaptation.

There is a considerable body of research suggesting that a person's ability to perceive, identify, and manage emotion provides the basis for the kinds of social and emotional competencies that are important for success in almost any job.

Furthermore, as the pace of change increases and the world of work makes ever greater demands on a person's cognitive, emotional, and physical resources, this particular set of abilities will become increasingly important. (Cherniss, 2000)

Emotional intelligence skills include empathy, intuition, creativity, flexibility, resilience, stress management, leadership, integrity, authenticity and intrapersonal knowledge. These skills augment IQ and make up many of the 'intangible qualities' for which so many great leaders are lauded.

Importantly, although improving emotional literacy has a positive impact on many types of tasks, in the most complex situations a top performer has been shown to be 127% more productive (Hunter, Schmidt, & Judiesch, 1990).

All Sport is immensely complex - in skills acquisition, practice and competition; all athletes need improved Emotional Literacy.

Functional Behavioural Personality Analysis™ (FBPA™)

Overview

Most organisations require specialist help in achieving the highest possible performance from their personnel. Under the best of economic and political circumstances, it is difficult to create an environment where a diverse workforce can become a high functioning team. This is more challenging if you are an organisation undergoing any type of transition, whether that be a change in leadership, managing significant employee attrition or trying to reverse a trend of under-performance. In these circumstances, APS can help you drive the change you need.

APS conducts organisational development and management consultancy with a very specific remit – to help you drive the change your organisation needs. We assess the general culture and climate, profiling key individuals and specific pivotal relationships to identify and define issues within the workplace to inform the best possible interventions. APS demands significant engagement from our clients, including access to materials, information and key personnel.

Getting stuck-in

By taking residence in an office on-site for up to one week, APS embeds itself within the organisation positioning itself to fully understand and better interact with the management team and employees. During this time, APS profiles an

organisation and its key individuals while continuing to collect information, facilitate communication and encourage multidirectional feedback. This results in the initiation of an evolving, ongoing intervention that creates prompt, positive change.

APS recognises the significant investment that engaging in management consulting necessitates. As such, it is no good coming up with solutions to organisational issues that require massive ongoing financial investment, like increased pay, bonuses or promotions. Some of our best successes have been in organisations that were enduring a “freeze” in pay, bonuses and promotions. We focus on soft skills of management and low-cost initiatives that tangibly improve the climate and culture of an organisation - the maximum impact for the minimum investment

The Outcomes

It is now, more than ever, a key performance prerogative to understand how to best utilise and activate people with different temperaments, personalities and behaviours within a workplace setting. FBPA is means by which an organisation and individuals are profiled through personal interview, 360° feedback and evaluation of key materials. It allows employers to compare an individual employee or manager profile with that of the current and desired workplace culture and leadership efficacy.

“A very complex name for something very organic and powerful in situ.” ~ John A.

The Process

FBPA can most simply be viewed as an eight-stage process:

ASSESS: Remote collation of information via indirect assessment.

ASSESS: Literature review of issue-related, contemporary research.

HYPOTHESES: Creation of hypotheses for under-performance/dysfunction using available data.

SOLUTION: On-Site dissemination of broad spectrum solutions and change messages through group and individual sessions.

SOLUTION: Continued on-site collection and interpretation of information from indirect and descriptive assessment.

SOLUTION: Refinement and ongoing testing of original hypotheses using a functional analysis.

TARGETED INTERVENTION:

Developing specific intervention options based on the function of problem behaviour.

TARGETED INTERVENTION:

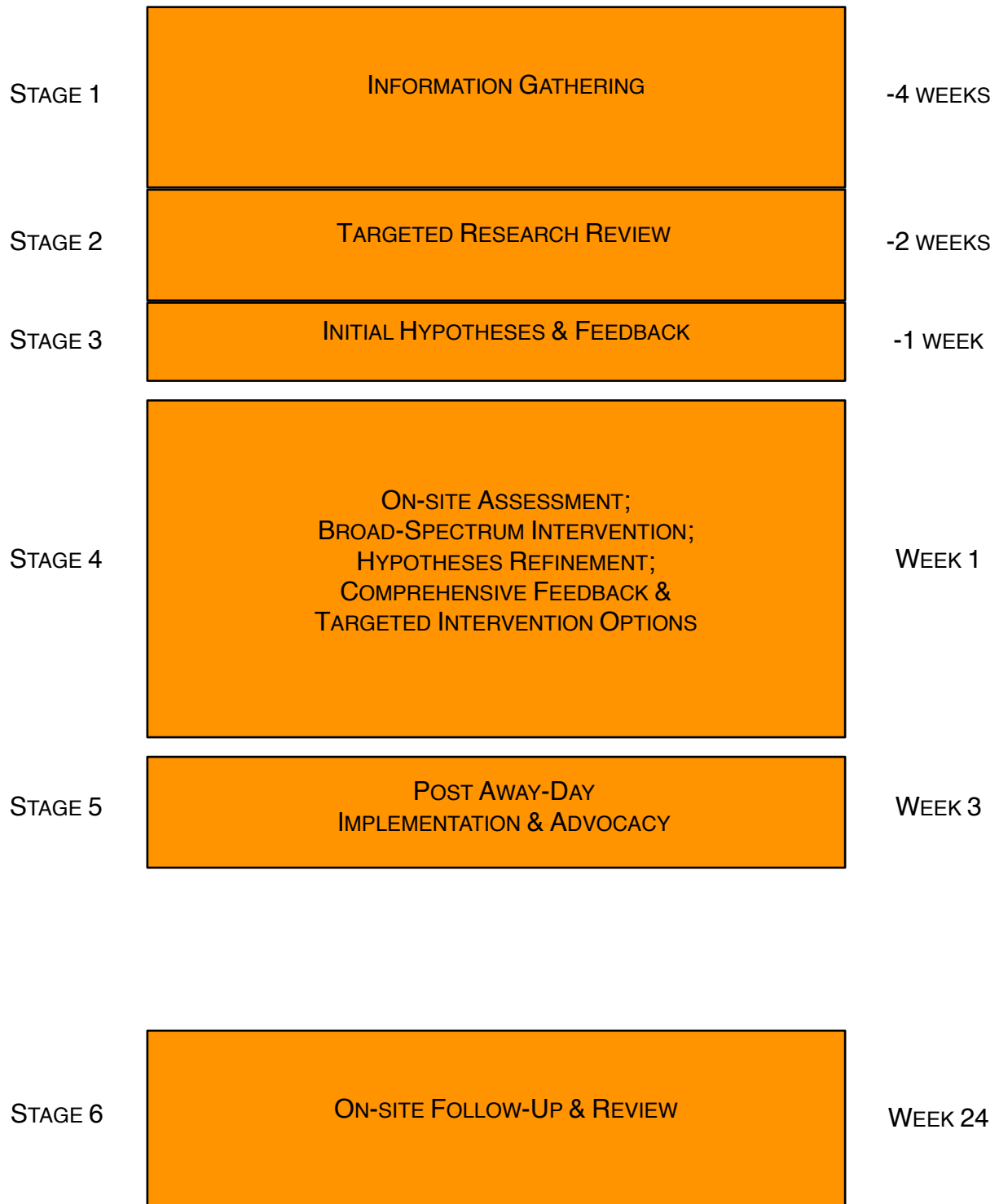
Ongoing feedback and follow-up with management team and key individuals.



AMAECHI PERFORMANCE SYSTEMS

Project Timeline

This is a typical timeline for a firm of 100 people:



Functional Behavioural Personality Analysis™

Reporting

A comprehensive written report is provided covering:

- the company profile based on the FBPA
- the profile of the management team
- an overall employee-base profile
- profiles of employees that can become advocates for change
- profiles of employees under consideration for promotion or additional training
- profiles of under-performing employees
- the employees' perspective of the firms' culture and climate.

At the last meeting of the week a summary of the report is delivered to the management team as an oral presentation. They subsequently receive their individual, functional profiles paired with necessary, immediate changes.

The following week APS provides an implementation guide with:

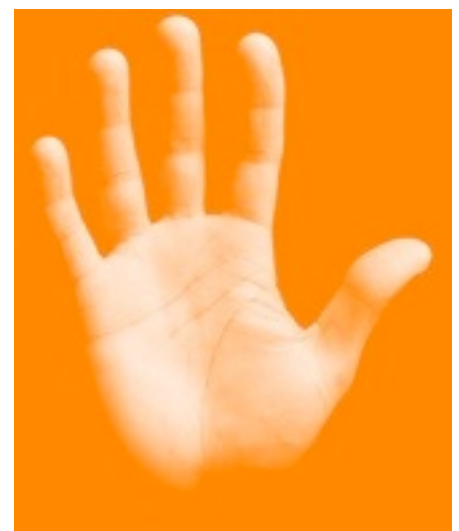
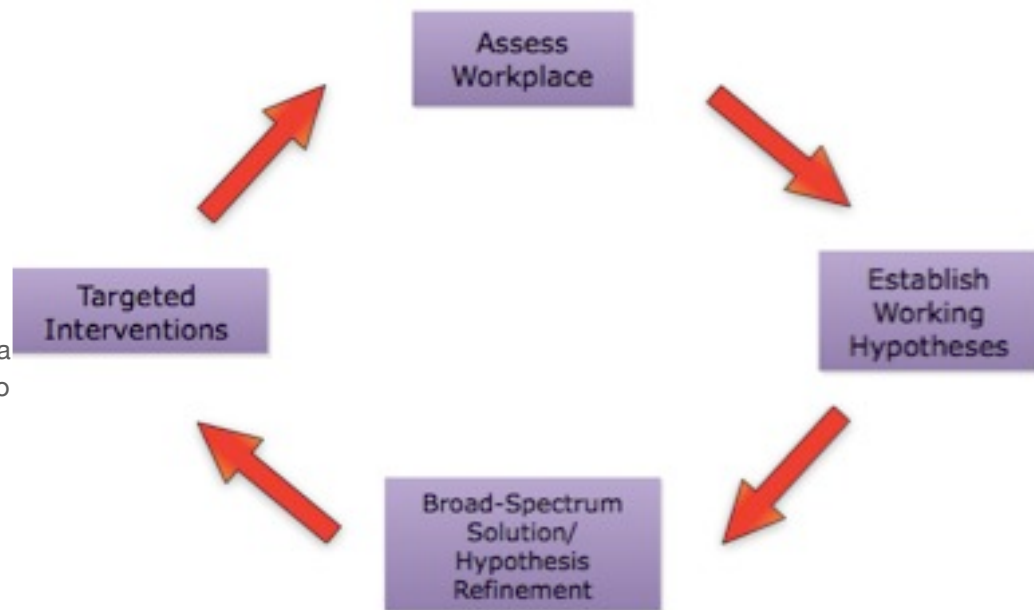
- relevant highlights of the theoretical constructs, consultation process and group findings
- intervention options including key management training and structural recommendations; individual soft-skill behaviour modification and consequence strategies.

The implementation guide forms the basis for the management team away-day which is facilitated on or off-site by APS.

Follow-up

APS management consulting is not a “launch and leave” solution. Following on from the away day, APS will be available on the telephone, through email or videoconference at pre-arranged intervals to supply advice, coaching and implementation feedback.

Six month afterwards, there is a two-day, on-site follow-up where APS reinvigorates the management and deals with any hot spots.



Summary and Contacts



Unique:

Everything about John Amaechi and Amaechi Performance Systems is truly one of a kind. All our initiatives, including the FBPA, were created by John and

Peter using their experience and the most contemporary literature on creating and managing change as well as helping leaders to become their most authentic, creative and powerful selves, in and out of the workplace.

You can rest assured that you will not find any of these people or products in circulation elsewhere in the marketplace - John does not outsource to any other consultancy company.

It is worth noting, as those of you who have met John will attest, that the effect John has on people when walking through the corridors of your workplace is remarkable. His presence is unmistakable and the impression left indelible.

Contact

If you are inspired to learn more, please contact Helen (info@amaechiperformance.com) and get more information, but better than that, arrange a time to speak to John or Peter about helping you improve yourself and your workplace.



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