



## THE BUSINESS OF PEOPLE MANAGEMENT

In today's business environment, possessing excellent people management skills is a must for managers. In this complex, competitive business environment, successful managers must balance technical competence with interpersonal 'know-how' in order to meet objectives.

The **People Management Assessment<sup>™</sup> (PMA) <sup>™</sup> 360°** tool allows individuals to focus on specific intra- and inter-personal skills that are required for productive working relationships. Gaining a deeper understanding of one's people management strengths and weaknesses helps create more effective partnerships, teams, and therefore, organizations as a whole.

## AIM STRATEGIES<sup>®</sup> PEOPLE MANAGEMENT ASSESSMENT<sup>™</sup>:

Engaging in the 360° Feedback process helps you by identifying your strengths and developmental areas; in addition it supports your organization's talent management and succession planning efforts. Although 360° assessments are now used widely across industries and organizational levels, not all tools have the power to effect change. **AIM Strategies<sup>®</sup>** is dedicated to developing tools that are results-driven as well as accurate and cost-effective. We conduct our own research and follow current business trends closely to ensure that these tools address the needs of global leaders.

Over the years, we have observed the qualities and practices of effective leadership through our human capital consulting work with management teams and organizational leaders. While technical skills and business smarts are pre-requisites for managers, *people skills* become increasingly important as they advance professionally. Our unique PMA<sup>™</sup> feedback instrument offers the capacity to provide an in-depth analysis of these critical *People Management Skills*.

Based on our research, we have distilled the specific people management skills consistently demonstrated by successful managers into four domains: *Managing Self*, *Managing Communications*, *Managing Individuals*, and *Managing Teams*. Each domain is comprised of 4 key components (16 components in total). These domains and their components are not mutually exclusive - many skills overlap between domains. The model below illustrates the structure of the four PMA<sup>™</sup> domains and their components.

## THE FOUR PMA<sup>™</sup> DOMAINS:

|                                |  |
|--------------------------------|--|
| <b>Managing Self</b>           | Awareness of your own style, behavior, and preferences; the ability to identify and successfully regulate one's own emotions. The four Components of Managing Self are: <i>Self Awareness</i> , <i>Sensitivity toward Others</i> , <i>Dealing with Adversity</i> , and <i>Attitude toward Work/Career</i> .  |
| <b>Managing Communications</b> | Having strong expressive and receptive capabilities. Being an adept listener and practiced presenter; can navigate through difficult conversations, make persuasive arguments, and compose thoughtful written material. The four Components of Managing Communications are: <i>Listening</i> , <i>Oral Expression</i> , <i>Written Expression</i> , and <i>Presentation</i> .  |
| <b>Managing Individuals</b>    | Ability to form productive working relationships with many individuals within and outside of the organization; being able to create personal connections with superiors, peers, direct reports and external clients; knowing how to motivate and develop the individual talent within a team. The four Components of Managing Relationships are: <i>Connecting Individuals</i> , <i>Motivating Others</i> , <i>Developing Talent</i> , and <i>Serving Stakeholders</i> . |
| <b>Managing Teams</b>          | Having the capacity to manage conflict and the skill to influence others; the ability to elevate one's team(s) to a more cohesive, collaborative, and productive unit. The four Components of Managing Teams are: <i>Team Supervision</i> , <i>Team Effectiveness</i> , <i>Conflict Management</i> , and <i>Influence</i> .  |



**Applied . . .**  
Practical Applications

**Innovative . . .**  
Fresh Perspective

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Focused on Results



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## THE AUDIENCE: WHO?

The **PMA™** is designed to help managers assess their people management skills. AIM Strategies®' research and client work has shown that the most effective managers are those who work successfully with colleagues, peers, and clients. AIM's approach of assessing the **PMA™** is unique and innovative in the industry. For people managers, our assessment brings real, meaningful data to the process of building their people management skills.

*"According to AIM' people management research, over 45% of new managers have difficulty because they lack personal skills."*

Yael S. Zofi, CEO



## THE VALUE YOUR PMA BRINGS TO YOUR MANAGEMENT PORTFOLIO

With the complexities of today's business environment, your success depends on how well you integrate your people resources into every aspect of the organization. This **PMA™ 360° Feedback Report** will provide you with a unique opportunity to focus solely on the *people management* aspects of your job as a manager. Your personalized report is generated from data provided by you, your manager(s), direct reports, peers, clients and other participants in the **PMA™ 360° Assessment** recently conducted online. The report is intended to:

1. Give you comprehensive and clear feedback based on specific behaviors within each **PMA™** Domain.
2. Help you identify your people management strengths and areas for development.
3. Compare similarities and differences between how you view yourself and how others view you.
4. Provide a starting point for development action planning.

## HOW IT WORKS?

- Participating people manager (participant) completes a self-assessment
- At least 1 manager (direct boss) and 3+ peers, 3+ direct reports, and/or 3+ clients are invited to rate the participating manager.
- Survey is available online 24/7 and is completely anonymous.
- Survey takes just 20-30 minutes for each respondent to complete.
- The survey consists of:
  - √ A short demographic section
  - √ 112 closed-ended questions
  - √ 12 short open-ended questions
- Participant receives a **PMA™ 360° Feedback Report** summarizing anonymous feedback from respondents. Results, including the score averages for each domain and detailed score breakdowns, provide insights on areas of top strengths and top development needs.
- Participant also receives a special complimentary **PMA™ Development Guide** to assist in comprehensive development planning for effective people management (50 pages containing activities, suggestions and actionable ideas that enable learners to ACT™).
- Participant and coach meet to discuss summarized feedback report (2 hours).
- Engagement in ongoing coaching is encouraged to further development people management skills (Optional).
- And the best part: this is a low cost solution!

## WHY IT WORKS?

Twenty years experience working with managers in various industries around the globe has allowed the AIM Strategies® team to develop the **PMA™ 360°** tool, which helps managers identify and strengthen their skills in four critical domains of people management.

## HOW DO I GET STARTED?

Contact AIM Strategies® at [info@aim-strategies.com](mailto:info@aim-strategies.com) or call 718-832-6699 to schedule an initial consultation and learn more about our **PMA™ 360°** process and complimentary coaching



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