



map

Assessment



“Your fastest route to better management”

MAP Assessment Corporate Information Pack

Provided by

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Introduction

This information pack is designed to give a good overview of the MAP Assessment and development process together with the associated business benefits. It also details how you can become a MAP Assessment Assessor which enables you to deliver and interpret MAP Assessment to anyone within your organisation.

Benefits of MAP Assessment

- MAP Assessment is **cost-effective, flexible**, and saves you time and money.
- MAP Assessment is an **objective comparison** against thousands of other managers throughout the UK and the world – assessing managers against core competencies proven to be held by high performing managers.
- With MAP Assessment you can produce group reports profiling the abilities and **needs of your teams or organisation**. Saving you weeks of work analysing individual's training needs, and saving thousands of pounds in costs.
- MAP Assessment provides you with a **real measurable base line** from which to build, develop and continue to appraise management performance.
- MAP Assessment helps managers to drill down and find out exactly what their **development needs** are.
- MAP Assessment focuses on 'needs' based training allowing your organisation to direct training resources where they will deliver the **biggest benefits** to the individual and to the departmental and business objectives.
- The use of MAP Assessment is **the complete management assessment** and development programme when used with Managing to Excel.
- MAP Assessment at the start of a management development programme **increases buy in and improves results**.



What is MAP Assessment?

MAP Assessment (formerly known as Managerial Assessment of Proficiency) is a management assessment and development tool which has been successfully used by over 14,000 managers in the UK and over 150,000 worldwide.

MAP Assessment provides accurate assessments based on individual manager's true managerial competence. This has been independently validated and a full validation report is available on request.

MAP Assessment is fast becoming the management assessment and development system chosen by organisations because it is the only objective tool that measures the competence of managers. It is not influenced or affected by any personal opinions or prior knowledge, making MAP Assessment truly objective.

What does MAP Assessment measure and assess?

MAP Assessment is the **only objective** management assessment tool available in the UK and assesses managers against **12 generic management competencies** (generic in that they underpin successful performance in any management role) and highlights their preferred Management, Personal and Communication styles together with the impact these styles have within the workplace.

The 12 competencies are split into 4 clusters:

Cluster 1: Managing Your Job

- Time Management and Prioritising
- Setting Goals and Standards
- Planning and Scheduling Work

Cluster 2: Relating to Others

- Listening and Organising
- Giving Clear Information
- Getting Unbiased Information

Cluster 3: Building the Team

- Training Coaching and Delegating
- Appraising People and Performance
- Disciplining and Counselling

Cluster 4: Thinking Clearly

- Identifying and Solving Problems
- Making Decisions and Weighing Risk
- Thinking Clearly and Analytically



All this information is displayed in a comprehensive full colour 7 page report. The manager gets an individual personal interpretation along with booklet to take away and refer back to. Download a sample report now: <http://www.map-assessment.co.uk>



How does MAP Assessment work?

MAP Assessment normally takes place over two days (usually a few days apart).

Day 1

Assessment

Day one consists of a series of 13 DVD based scenarios covering a week in the life of a typical management team.

Throughout the day the managers being assessed answer a series of questions based on what they've seen, and other information given, they then determine whether in their opinion it is good or bad practice.

There are also 2 paper based questionnaires that help determine their preferred way of managing and communicating within the workplace.

Day 2

Interpretation of MAP Assessment and development planning

Day two of the MAP Assessment process is dedicated to interpreting each manager's profile and how it relates to their performance in the workplace.

The MAP Assessment profile contains 7 pages, the first 2 pages give a graphical overview of the results (see next page), and there are a further 5 pages of interpretation text for the manager to gain a fuller insight into how they have performed.

During the day all the competencies are discussed along with the management, communication and personal styles results. Managers are then introduced to group, national and sector benchmarks so they can compare their own performance with that of other managers in the UK.

On the afternoon of day two each manager receives individual feedback on a one to one basis. They are introduced to a series of helpful documents which will help them to translate their profile into a draft development plan.

Their development plan is based on current competence and individual development objectives. The production of the development plan is facilitated on both a group and individual basis. Managers are encouraged to discuss their plan with their line manager, and review their plan and changes in behaviour as they progress through the development process.

There is a sample profile for you to see on the following page.



MAP Assessment – Sample Profile (page 1)

Group Report

UK National Benchmark n = 12531

08/01/2008

Managing Your Job:

Time Management and Prioritising -		58%
Setting Goals and Standards -		51%
Planning and Scheduling Work -		61%

Administrative Composite - **57%**

Relating to Others:

Listening and Organising -		42%
Giving Clear Information -		58%
Getting Unbiased Information -		56%

Communication Composite - **52%**

Building the Team:

Training, Coaching, and Delegating -		45%
Appraising People and Performance -		51%
Disciplining and Counselling -		54%

Supervisory Composite - **50%**

Thinking Clearly:

Identifying and Solving Problems -		56%
Making Decisions, Weighing Risk -		62%
Thinking Clearly and Analytically -		37%

Cognitive Composite - **52%**

Proficiency Composite - **52%**



MAP Assessment – Sample Profile (page 2)

Leadership / Management Styles

Theory X: Parent - Child -		64%
Theory Y: Adult - Adult -		57%

Communication Styles

EMPATHIC - 13		28%
CRITICAL - 7		65%
SEARCHING - 18		64%
ADVISING - 22		67%

Personal Styles

THINKER - 25		47%
INTUITOR - 22		52%
SENSOR - 27		51%
FEELER - 26		63%

A full MAP Assessment profile is 7 pages long and includes detailed interpretation of the individual scores in each competency.

Every manager also receives a full MAP Assessment pack, this includes:

- Introduction to MAP Assessment booklet
- MAP Assessment workbook
- Communications Styles questionnaire
- Personal Style questionnaire
- Planning Your Development workbook
- Interpreting Your Scores booklet



Developing managers after MAP Assessment

MAP Assessment can form the basis of a structured development programme and is the ideal tool to clearly identify where individual development needs are.

How you meet those development needs is up to you. We can offer you a series of flexible and innovative solutions that can be tailored to suit individual manager's need and also organisational objectives.

One popular solution is [Managing to Excel](http://www.mapassessment.co.uk/managing-to-excel.htm), a series of 12 individual DVD based workshops supported by open learning workbooks. Each DVD focuses on developing the skills, knowledge and understanding of one of the MAP Assessment competencies. They relate back to the scenarios from the MAP Assessment DVD, providing continuity and clear guidance on good practice.

<http://www.mapassessment.co.uk/managing-to-excel.htm>

Why do so many organisations like MAP Assessment?

In the current economic climate where organisations want to minimise costs and become more efficient they are looking closely at how they spend their training budget.

More and more organisations are using MAP Assessment to identify where their training and development needs really are. This is allowing them to focus their valuable time and money developing the skills and behaviours that are going to have the biggest impact on improving their long term business performance.

Organisations that use MAP Assessment at the start of their management development programmes find they can reduce the time away from the job by over 50% creating real cost savings whilst achieving higher levels of business improvement.

Other uses for MAP Assessment

As well as management development MAP Assessment is effectively used for a host of other purposes, including:

- Training needs analysis
- Benchmarking
- Recruitment and selection
- Succession planning
- Evaluating the impact and cost effectiveness of training



Organisations already using MAP Assessment?

To give you an idea of the of the type of organisations that regularly use MAP Assessment as part of their Management Development strategy here is a small sample list:



Centro

Birmingham
Museum & Art
Gallery

Ascend
Assessment
North East



York Hospital
NHS Trust



Complimentary MAP Assessment taster sessions

We regularly run two day national MAP Assessment taster sessions that enable you to experience the MAP Assessment process first hand.

If you would like to register to attend one of these complimentary events please contact the MAP Assessment team on 0161 975 7777 or by email at management@dpgplc.co.uk





Case Study

Centro managers on track for fast, effective assessment and development

Centro, the corporate body of the West Midlands Passenger Transport Executive, has actively been using MAP Assessment with over 100 of its managers to benchmark their capabilities and provide training and development support.

MAP Assessment now forms the basis of the organisation's Management Development Programme and they plan to continue using it moving forward. Once managers at Centro have completed their MAP Assessment they can then go on to do other forms of development. These include specific management oriented in-house courses, like Employment Law and Health and Safety for Managers, or external courses and other qualifications.

Phillipa Smith, Human Resources Development Manager for Centro, explains how they discovered the fastest route to better management,

"We were introduced to Kevin Faulkner at a taster day run by a local training company. In talking to Kevin about another project he mentioned MAP Assessment and we felt that it met what we were looking for as a tool for management development.

"It works for us because it provides an opportunity to measure against international and UK management populations, as well as against public and private sector ones. It provides a real opportunity to benchmark our managerial expertise and knowledge.

"We also like it because it is easy to administrate and there is superb support provided by DPG.

"At Centro MAP Assessment has provided a basis for discussions and helped to deliver a common understanding around the role of a manager. This has allowed us to measure improvements over the course of our management development programme. We have also used it as a basis for our own Manager Role Profile. Overall I have to say MAP Assessment provides an effective benchmarking tool for managerial expertise and knowledge.

CENTRO • WMPTA



Case Study

Drawing the start and finish line under management development

Sarah Brown, People Development Manager, nPower Residential talks about the importance of having a baseline measure at the start and end of any management learning and development programme.

“We were working with our second line management team using the ILM’s Level 5 certificate and were well aware of the quality of the programme and what it could potentially do. The challenge for me, and my People Development colleagues, is how to gauge the impact that the programme will make on the managers who follow the certificate programme.”

The training and development community and the companies that provide training and learning products and programmes are often in the dark when it comes to evaluating the impact of training on their teams, the individual and the business or organisation. They need a tool to see how good a manager is before any learning and development takes place and how far they have come at the end of development programme.

“I was introduced to MAP Assessment during a taster day for the programme which promised a flexible, easy to deliver, time-efficient and simple to interpret management assessment tool. I wasn’t disappointed and knew it was something I could bring in to trial at nPower.”

The trialling of MAP Assessment in Sarah’s business unit at nPower involves using the system to record a baseline of performance for managers and compare these with the organisation’s operational Key Performance Indicators. As the 250 plus managers in this unit work towards ILM Level 5 any kinks are clearly identified and worked through.

nPower can call on its Learning Resource Centres to support the individual learning and development needs of the people working through this trial with a range of resources from coaching to finding a relevant book.



Case Study

Mapping out management styles

Norman Wilson, practice principal, WLP – specialists in performance improvement in the private and public sectors, gives his opinion on using MAP Assessment.

“I’ve never come across anything quite like MAP Assessment and I think it is quite unique. It tests what you actually know and understand as a manager together with an appreciation of management styles and your own styles. Working on the styles is very useful in highlighting potential difficulties and effectively improving them. For example, if there is a very dominant X or Y style then it may be difficult for them to delegate. Once this is in the open then it can be addressed with coaching and training.

“MAP Assessment also highlights competencies where the candidate has excellent results. This is really beneficial in two ways; firstly, it can boost an individual or team’s morale, and secondly it can show where training effort would be wasted because that particular strength in a competency doesn’t need work to improve it.

“From my own point of view I value MAP Assessment because of the insights that it gives to people who want to improve performance. When the feedback from assessments is given to supervisors or managers of candidates it receives responses like “yes that explains that...” It gives them a framework to hang their appraisal, or review comments on.

“The process is time efficient and pinpoints very accurately where a manager or managers can improve. When compared with Job needs it highlights the areas where the effective changes can be made and therefore is very cost effective. It avoids wasting training and development resources”

WLP



Appendix 1: MAP Assessment Organisational Licenses

	Option 1	Option 2
	Ex VAT	Ex VAT
MAP Assessment license fee	£9995	£19995
Number of licensed Assessors	5	10
Number of MAP packs included	20	60
Additional MAP pack prices	£199	£149
Re Assessment pack prices	£79	£59
48 hour scoring by post	Free	Free
Overnight scoring per person	£30	£30
Scoring hardware if required	£3500	£3500

Recommended retail prices:

- MAP Assessment £620 per assessment
- MAP Re-Assessment £199 per assessment
- Managing to Excel per delegate £199

Managing to Excel development materials:

	Trade Price	Retail Price
	Ex VAT	Ex VAT
Full set of 12 competencies	£99	£199

All options are offered on a single user license basis and consist of packaged DVD/CDs

Additional Products Available from DPG:

	Trade Price	Retail Price
	Ex VAT	Ex VAT
Online 360 degree feedback tools:		
Managerial Effectiveness Profile	£62	£135
Transformational Leadership Profile	£62	£135
Managers online Functional Test	£49	£99

All prices exclude VAT but include postage and packing to UK Mainland

Find out more about DPG's unique blend of Leadership & Management assessment and development tools at

http://www.dpgplc.co.uk/management_assessment_tools.asp