

Facts About DDI

- > DDI has trained and developed nearly 16 million leaders worldwide. Each day, more than 1,500 leaders benefit from one or more of our leadership systems. Their newly acquired skills have influenced the work lives of more than 210 million people.
- > Organizations have hired nearly 24 million people using DDI's selection systems.
- > DDI has worked with organizations in every industry, including manufacturing, health care, government agencies, finance/insurance, aerospace, pharmaceutical, technology, telecommunications, and consumer goods and services.



Individual Performers

Training specifically designed for non-management professionals

**50% OF
INDIVIDUAL
PERFORMERS
ARE
DISSATISFIED
WITH THEIR
JOBS.**

IMAGINE

...driving global product development with engineers who don't network or collaborate...driving a new segmentation structure with a sales force that cannot embrace change...or building customer loyalty without service representatives who listen and receive feedback.

Stop imagining, because gaps in individual contributors' skills are the reality for most organizations. And these workers are unhappy in their roles too. DDI's recent "Pulse of the Workforce" study reported the startling statistic that half of the individual contributors we surveyed are unhappy in their current jobs which, they feel, lack opportunities and challenges. We also found that while these **team members feel technical and interpersonal skills are equally important to success, confidence in interpersonal skills lags behind faith in technical abilities.** In short, these associates are disengaged and ill-equipped to handle many challenges.

MEMBER:
DDI EDUCATION PARTNERS' NETWORK



**Center
for Workforce
& Economic
Development**

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DDI's Education Partners' Network is a collaboration with education providers across the United States. Our network includes more than 325 community colleges and technical schools, secondary education systems, colleges, universities, and other organizations who provide education and training to local business and industry. DDI is a Sustaining Partner of the National Council for Continuing Education and Training, an affinity group of the American Association of Community Colleges.

DDI EDUCATION PARTNERS' NETWORK

The NEW Interaction Management®: Exceptional Performers Series (IM: ExPSM) Will Help

DDI's award winning Interaction Management® system isn't just for leaders anymore. The same proven content that's developed thousands of leaders worldwide now extends to include individual contributors with the addition of the Exceptional Performers series. Development for individual contributors is overwhelmingly geared toward those who want a front-line leadership role. However, our research shows that 62 percent of team members have no aspirations to lead others.

Those individuals will be left out of many organizations' development efforts, especially when it comes to soft skills. But everyone, leaders or not, benefits when interpersonal skills are strong – workgroups are more productive and peers communicate and collaborate more effectively. And to grow in their careers – be it vertically or horizontally – soft skills are essential to all associates. When leaders and their teams both learn through the Interaction Management system, organizations find that everyone is speaking the same language.

The result: Increased productivity. Innovation. Higher levels of engagement and satisfaction. Alignment between leaders and teams. And, success of your most important business initiatives.

Three reasons to develop individual contributors

DDI research found that stagnant workers intend to leave when the economy improves. They feel their jobs lack opportunity. Investing in training shows people that you support their success.

Your associates want this kind of development! Our survey showed high levels of interest in developing communication, negotiation, and conflict resolution skills.

Soft skills are the gift that keeps on giving. Individual contributors perform critical work, and will use what they've learned to improve their interactions with colleagues and your customers in current and future roles.

IM:ExPSM ADVANTAGES

IM: ExPSM draws on DDI's years of experience and research. Much of the proven content in this series isn't brand new...but it's been reinvented with the contemporary needs of individual contributors in mind, while creating a high-performance culture:

- > It provides employees with easy-to-apply skills and performance tools – worksheets, self-checks, and planners – that they can use to work more efficiently and effectively.
- > Learning fits easily into work schedules with courses divided into distinct units that can be delivered in one sitting or separately over a period of time.
- > The system's flexible design allows you to select a single course or tailor a combination to address your specific business challenges.
- > It fosters a high-performance culture that inspires your workforce to push for new heights of excellence.
- > The content is aligned with IM:EX® enabling you to address organizational initiatives such as improving productivity with a consistent leadership and workforce implementation.
- > It increases the engagement and retention of individual contributors by showing they are valued and giving them skills they can use immediately and throughout their career.

Pulse of the Workforce Survey Findings

Finding #1: I'm ready for a challenge! 51% of the workforce feels stagnant.

Findings #2: There must be more to life than leadership? 61% of those surveyed do not aspire to a management position.

Finding #3: Why should I stay? Four out of five stagnant workers (77%) would move to another company if they had the opportunity, versus 32% of non-stagnant workers-55% overall.

Finding #4: I'll do my hours, nothing more. When asked to describe their attitude about their job, 46% of workers whose careers are in limbo say they “just do their job and go home”.

Finding #5: Technical Skills – Good. Soft Skills – Great. Workers thought an equal balance of technical and interpersonal skills is required for success in their organization. Yet workers said they were twice as likely to get development for professional and technical skills as they were for interpersonal skills (51% vs. 26%). 23% said neither.

Finding #6: But my boss doesn't do that! When asked to select training for their boss, ‘communication’ topped the list (44%) followed by ‘listening and feedback’ (42%).

Interaction Management®: Exceptional Performers (IM:ExPSM)

Target Audience: The IM:ExPSM Series is appropriate for individual contributors and front-line leaders.

The comprehensive curriculum builds both foundations skills such as listening, communicating, and networking, and advanced skills such as handling conflict, adapting to change, and building customer loyalty. The IM:ExP curriculum includes the following courses:

Communicating with Impact—Effective communication skills enable exceptional performers to meet the personal and practical needs of their internal partners and external customers. Individuals get what they want from their interactions with others, while making sure they are giving others what they want. **This is the foundation for many of the IM:ExPSM courses.**

Networking for Enhanced Collaboration — A key differentiator of success for employees and their organizations is the ability and willingness to seek and share information and expertise. Employees who build and maintain a strong network of colleagues and others they can reach out to for information, advice, and coaching have found an important key to success for themselves, their work group, and the organization. Participants identify opportunities to expand their network of willing partners and apply skills and techniques for developing and maintaining strong working relationships with their network contacts.

High-Impact Feedback and Listening—Many people overrate their listening skills because barriers to listening can be blind spots that go unrecognized. Many employees rarely exchange feedback with their colleagues because they want to avoid a defensive reaction that can harm relationships. But organizations today need everyone to strengthen listening skills and engage in effective feedback conversations. Employees impact organizational success when they truly hear others' perspectives as well as discuss and act on ways to grow, innovate, and be more productive.

Navigating Beyond Conflict — Conflict is a rocky road that can lead to costly errors, decreased productivity, and shattered trust. But damage doesn't have to be the final destination. How people consciously choose to handle conflict determines their ability to navigate beyond it to resolution. Recognizing warning signs is the best way of proactively preventing conflict. However, when a situation escalates, learners need to be able to defuse it. Learners are introduced to a powerful strategy for working through conflict and practicing interaction skills that will help them steer away from damage and toward the road to discovery.

Embracing Change—Organizations thrive when individual contributors embrace change. When people have a mindset and determination to make change work, business results soar. Individual contributors identify their Change IQs in various situations and learn how to progress through the phases of change quickly and effectively.

Taking the HEAT—Even the best proactive customer service skills won't produce satisfied customers every time. Service providers need to be equipped with reactive skills too. They need to be able to Take the HEAT in order to turn dissatisfied, angry customers into satisfied, loyal ones. In addition, in order to take action to fix any problems, service providers must draw out dissatisfied customers who are reluctant to express their dissatisfaction.

Working as a High-Performing Team —For a team to achieve its goals, its members must do more than simply carry their own weight. They must involve, support, and share information with their teammates. And they must commit to the success of the entire team, not just to their own success. Team members need to understand that teams go through stages of team development, and they need to know the team success factors that will help them advance through these stages to performing “full speed ahead”.

Valuing Differences—Organizations with the greatest competitive advantage are those that make the most of their people's diverse abilities. People need to appreciate others' unique perspectives, understand people's inherent differences, and collaborate in a mutually beneficial way. One way to do this is to understand that people have different styles, abilities, and motivations, and to leverage these differences to maximize results.