



More Information Please...

Consultancy and Development from Apter International

Apter International offers a powerful new approach to the development of Leadership, Management and Team Development focussed completely upon one thing: Performance. It is not that we are not interested in skills and knowledge and competencies but that we have been around long enough to know that what counts is delivery and change.

The Heart of the Difference

Three features identify the Apter International approach:

- An internationally researched and acclaimed new approach to motivation and performance that demands a complete re-think of how we address development challenges.
- A comprehensive and innovative set of tools.
- And finally, possibly the most experienced 'development faculty' in the world.

A New Approach to Building Performance



Dr. Michael Apter

Implicitly or explicitly much of our work is informed by the insights afforded by Reversal Theory. One of its founding fathers is Dr. Michael J Apter, whose work has been described as making a 'monumental contribution' to our understanding of motivation, personality and performance.

Reversal Theory argues human behaviour and personality arises from the changing ways we see the world and the meanings and value we give to different things at different times.

A really useful starting point if, you want to release the potential of people in your organisation is the knowledge that people are inconsistent in the way they deal with the world and therein lies their ability to change and develop.

Building upon this - and backed by a wealth evidence and experience Apter International has developed a number of development strategies based upon what we call the 'Performance Equation'. This is a diagnostic and intervention design formulation which forces you to consider all the aspects which inhibit or promote performance.

The Performance Equation:

**Performance =
Ability x Mindset x Opportunity**

Our interventions recognise that up to 80% of issues affecting performance belong to these last two factors.

"The impact of the programme on our people has been beyond my expectations. And my personal development from working with you has also been significant."

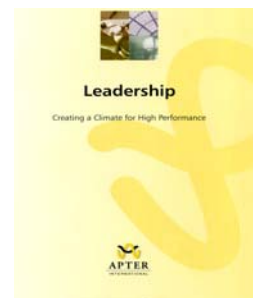
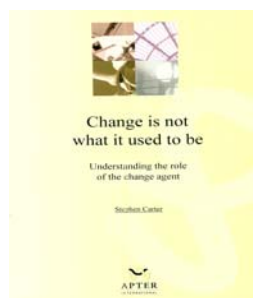
Alberto Valenzuela, Sercon, Florida USA



A New Toolkit

We have invested heavily into the research and development of one of the most practical and useful development toolkits available. A variety of instruments have been established and utilised with several thousand managers. The toolkit includes: the Apter Motivational Style Profile (AMSP) which can be powerfully employed in both individual and team development initiatives, the Apter Leadership Profiling System (ALPS) which measures the impact leaders have on those around them, and the Apter Change Agent Profile (ACAP) a useful approach to facilitating change effectiveness.

A further innovation is the Apter Capability Framework. This identifies 9 basic management / leadership behavioural capabilities which can be specified in detail at organisation level – accelerating an often costly process of competency identification. Available as a 360° feedback tool, the linkage between it and the AMSP has consistently provided real insights into individual performance.



“Reversal Theory has major implications for how we think about learning .. relevant to groups and organisations as well as individuals..”

Learning and Skills Council Report 2004. (Who rated the AMSP in the top 3 development instruments available.)

The Apter Faculty



Steve Carter

The Apter International Faculty is an up-to-date way of meeting your needs for a top quality development resource which avoids the problem with many suppliers who feature a few ‘stars’ plus a definite second string. Every one of the faculty has a proven track record of delivery, innovation and have made a distinctive contribution to their professional field. The Apter International Faculty is not a collection of associates, but a closely knit group of consultants who share brand, values, models and approaches underpinned by expertise at working at the highest level with many of the world’s great organisations. Apter International is the catalyst for this faculty who can be mobilised to provide the ‘A’ team on every occasion.

The faculty is led by Steve Carter former Head of Management Development at the Institute of Management in the UK and known for his provocative and innovative approaches to the development and mobilisation of people within organisations.

The Apter International Faculty is also backed up by a global network of partnerships with academics and practitioners who can be engaged to provide specific subject based expertise when required. Through its faculty Apter International has the strength and experience to contribute to all aspects (design, development and delivery) of any programme anywhere in the world.

“One thing I’ve learned - every one of your team I’ve met has been first rate.”

European HR Director of FTSE 100 Company



Getting it Right

Some of our programmes have undoubtedly revolutionised management performance within their host organisations. Getting it right is about rethinking the development process. It is about challenging all assumptions about how, where and when to intervene. It is about letting development needs dictate design.

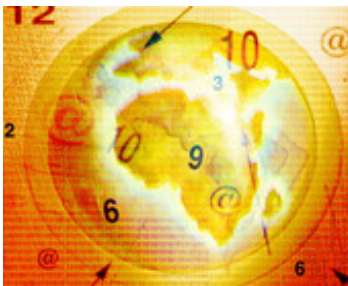
Getting it right is all about quality preparation, logistics and administration. We are proud of our back-up team, and have delivered highly-rated programmes to every continent except Antarctica – and we have ambitions there! We have delivered programmes of every size from Top Team workouts for six people up to major OD focused programmes for three hundred managers. And we have used different venues from traditional conference centres to locations in the Alps and a Kasbah in Morocco.



SABMiller Europe already has clear evidence that functionally focused managers are increasingly taking a business perspective for what they are doing and seeking to involve and work co-operatively across the functional boundaries of their own businesses. A much greater level of confidence exists in many of the participants who are now taking the initiative, challenging what needs to be done and seeing it through - changing themselves in the process.

Journal of Industrial and Commercial Training

The Scope of Our Work



Within development we have specialised in three broad areas:

- Developing Performance in support of strategic initiatives.
- Leadership and Management Development programme design and delivery.
- Senior and Top Team Development.

Everyone I've spoken to seems to think it was one of the best courses they've been on and it certainly gave me a wider perspective and a lot to think about.

Hong Kong based Financial Services

Within consultancy we have specialised in:

- Research and development of HRD strategies.
- Talent Management.
- Establishing Performance Management aligned to strategy.

The Next Step

If performance matters to your organisation and you have responsibility for doing something about it. Let's talk.

Contact Steve Carter or Jacqui Newman on 01509 228896, or visit our website www.apterinternational.com

“The programme will long be remembered as a watershed for the way we want to train people.”

Adrian Potter, Head of Manufacturing, Boots. Quoted in People Management