

What is Management By Strengths?

Management By Strengths (MBS) is a program that ties people and profits together in a way that enables both managers and employees to work at their optimum levels, with greater job satisfaction.

MBS focuses on areas key to the success of any organization:

- Productivity
- Team Building
- Motivation
- Morale
- Communication
- Customer Relations
- Employee Selection
- Employee Retention

How Does the MBS Program Work?

Implementation of the Management By Strengths program consists of three steps:

- Identification
- Understanding
- Application

Identification: A person's basic temperament traits are identified by completing the MBS Survey. The resulting MBS Profile Report is a concise, easy to understand representation of each individual's basic communication style.

Understanding: The Management By Strengths seminar concentrates on developing a practical understanding of the specific characteristics of coworkers', managers' and customers' temperaments.

Managers and employees attend MBS training together, where they first gain a clearer understanding of their own strengths and then learn to identify and focus on the differing styles of their coworkers and their customers.

Application: Once MBS students have a basic understanding of communication styles, and are familiar with the MBS Relationship Principles, they can quickly apply their MBS skills to begin improving both professional and personal relationships. The benefits are immediate.

How Will MBS Help My Company?

Team Building:

- Learn critical elements of team building.
- Increase productivity.
- Reduce costly turnover.
- Teach employees and coworkers how to support each other.
- Enhance the selection process.

Sales Techniques:

- Learn to identify a customer's decision making style.
- Increase customer satisfaction.

- Improve sales people's listening skills.
- Learn methods of reaching agreement.

Employee Relations:

- Learn how to be "proactive" rather than "reactive"
- Resolve interpersonal conflicts.
- Identify managers' and employees' leadership strengths.
- Help your people better understand themselves.
- Learn basic communication styles.

Why is MBS Unique?

During the Management By Strengths seminar students study the actual strengths of their coworkers, rather than abstract concepts or psychological theories.

Because managers and employees attend together, they begin to strengthen working relationships in a day, which might normally have taken years.

Gaining a better understanding of one's own temperament is an important first step, but most "profiling programs" stop there. MBS takes interpersonal relationships to the next level by teaching students how to focus on people that they interact with daily.

The focus of a person who is applying MBS principals is "outward" and "proactive" ... toward their coworkers, their customers and their family.

Who uses MBS?

MBS has been in business since 1979 and has built its client base on referrals from one satisfied customer to another. All companies, large and small, benefit from an improved understanding of communication and decision making styles.

Our current client list includes:

- Delta Air Lines
- Ally Financial
- Carolinas HealthCare System
- Mercedes-Benz USA
- sanofi Pharmaceuticals
- FlightSafety International
- Kansas City Power & Light
- Hendrick Automotive Group
- Studer Group
- Vistage International
- American Red Cross
- Mercy Health Partners
- NCM Associates
- Galpin Motors
- Kellogg Company

Is the MBS Program Guaranteed?

Yes, MBS training is unconditionally guaranteed.

At the completion of the Management By Strengths seminar, if a company does not agree that implementing the MBS program will improve communication and increase their productivity, all fees will be refunded.

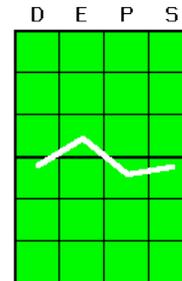
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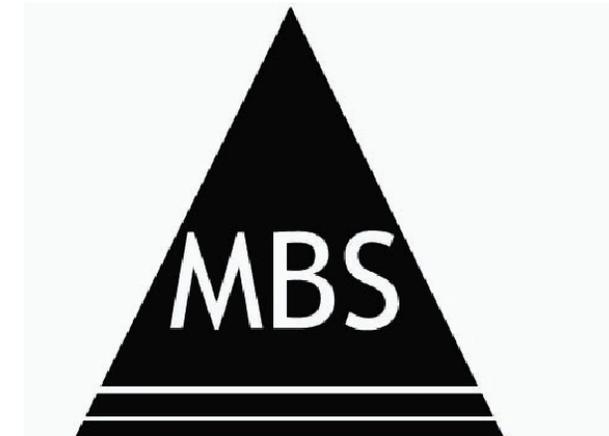
www.strengths.com

**“Visibility creates accountability
... and produces results.”**



Management By Strengths

A proven method of communication that teaches people how to recognize and focus on the hidden strengths of others



A Team Building Program

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