

The logo features a stylized, swooping line in shades of gold and brown that curves over the top of the word "Brantas".

**Brantas**  
Performance Inc.

***The Formation of Leadership.***

*Corporate Backgrounder*



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## Corporate Overview

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### Background

Brantas Performance Inc. has developed, refined and successfully utilizes a proprietary psychometric tool (The Brantas Executive Coach – “BEC”) to assist progressive corporate clients to enhance personal development, leadership effectiveness and effectiveness of teams.

The BEC has been in use for over eleven years and has proven its worth in improving the performance of leaders and business teams in companies across Canada and in the U.S. The many features of the BEC have been continually expanded and improved over this period, and have grown to a more complete set of tools – the Brantas Toolset.

In addition to the psychometric tool on which it is based, the Brantas Toolset consists of a number of reports and on-line tools which, taken together, provide the basis for increased personal and team effectiveness through heightened awareness of personal preferences, and the impact of those preferences in the work environment.

### The Genesis of Brantas

Like many entrepreneurial ventures, Brantas was formed out of dissatisfaction with the then-current set of psychometric profiling instruments.

Brantas’ Canadian founder, Dave Blair, had for many years used the Myers-Briggs Type Indicator (MBTI) as a profiling tool in his executive search practice. Dave became proficient in using MBTI’s more in-depth profiling tool (Form K, or Step II analysis) with his clients. Clients who engaged in pre-hiring profiling found that they had a higher level of success finding, hiring, and retaining the talent they needed to run their businesses.

Eventually however, the overly academic nature of Form K led Dave to create a simpler, more straightforward, business-oriented instrument – the Brantas Executive Coach (BEC).

Over time, the BEC has evolved into a number of tools, profiles, and comparisons, all connected to a sophisticated, on-line real-time database that allows advanced manipulation and interpretation of profile data.

### The Brantas Mission

Our singular focus is to provide a complete and up-to-date set of tools based on established psychometric principles that will help people increase their level of self awareness so they can better engage in their work, the work of their teams, and the organizations of which they are a part.

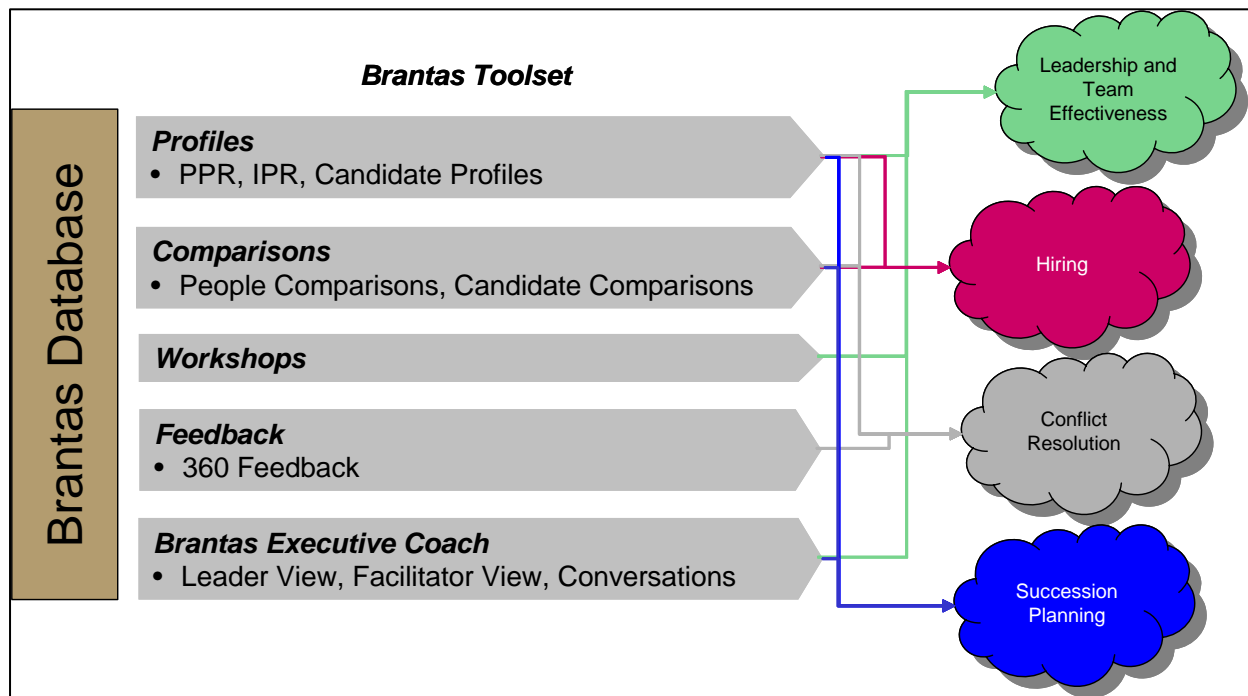
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### The Brantas Toolset

To that end, the Brantas toolset is continually evolving, in order to provide the broadest range of applications possible. Our experience at Brantas is that a profile or a report, in and of itself, rarely creates a change in behaviour on the part of an individual or a team. And teams rarely present with teamwork issues that can be addressed with a single report or workshop. Instead, people in organizations present with more complex issues (such as Leadership and Team Effectiveness, Hiring, Conflict, and Succession Planning, illustrated below) which are themselves the result of the complex interplay between people and their preferences in the workplace.

The Brantas toolset has been designed to be highly adaptable, in order to allow users the highest possible level of flexibility in addressing business issues. Users can choose from any of the tools in the toolset to address their business issues in the manner which makes the most sense to them.

All reports, comparisons and profiles are driven from a common set of data contained in a highly sophisticated database, which allows users to compare and contrast profile data on an individual or team basis.



**Figure 1:** The Brantas Toolset offers the highest possible level of flexibility in addressing business issues.

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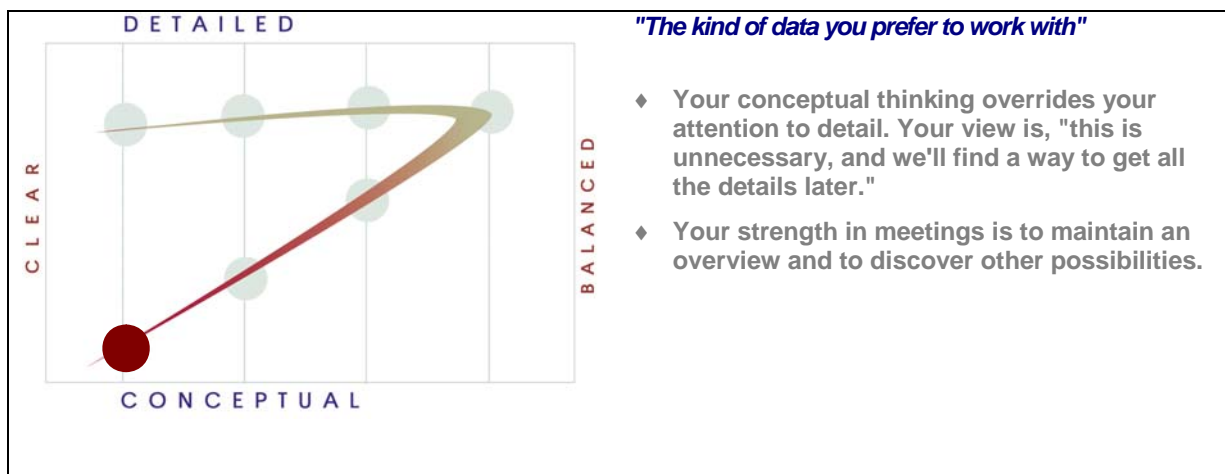
### Features of the Toolset

#### *Individual Profiles*

Profiles (Personal Profile Reports and Individual Profile Reports) are paper-based reports that provide in-depth feedback on an individual level based on personal preferences.

Profiles are designed to be delivered by a qualified Brantas associate who will interpret report data and answer questions on a one-to-one basis. The language used in the Brantas profiles is designed to be easy to read, straightforward, and useful in a business context.

Results are presented in the unique and proprietary **Brantas Formation Graph**, designed to facilitate simple interpretation and comprehension.



**Figure 2:** A sample from a Brantas Personal Profile Report, showing data for one of twenty preference indicators presented in the unique and proprietary **Brantas Formation Graph**.


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### Comparisons

Comparisons are paper-based reports that provide insight for managers, team leaders, or those involved in the hiring process.

Comparisons (such as the Profile Comparison Report) are designed to compare profile data between two specified individuals in order to promote awareness of any differences, and any potential issues that might arise as a result of those differences.

9							<p><i>"Source of your ideas and your reaction to change"</i></p> <p><i>Theoretical</i></p>
<i>Experiential</i>							

**Figure 3:** A sample from a Brantas Profile Comparison Report, showing data from two different people on one of twenty preference indicators.

### Workshops

Workshop materials may be used to facilitate discussion among team members on any number of issues. Typically, workshop materials are created for unique client situations, drawing on the data contained in personal profiles, and presenting the data in a team context.

### Feedback

Brantas has created its own on-line system to gather feedback data. In addition, Brantas profile data can be used to “balance” the results of other survey instruments (360° survey data, for instance) that can be skewed by personal preferences.

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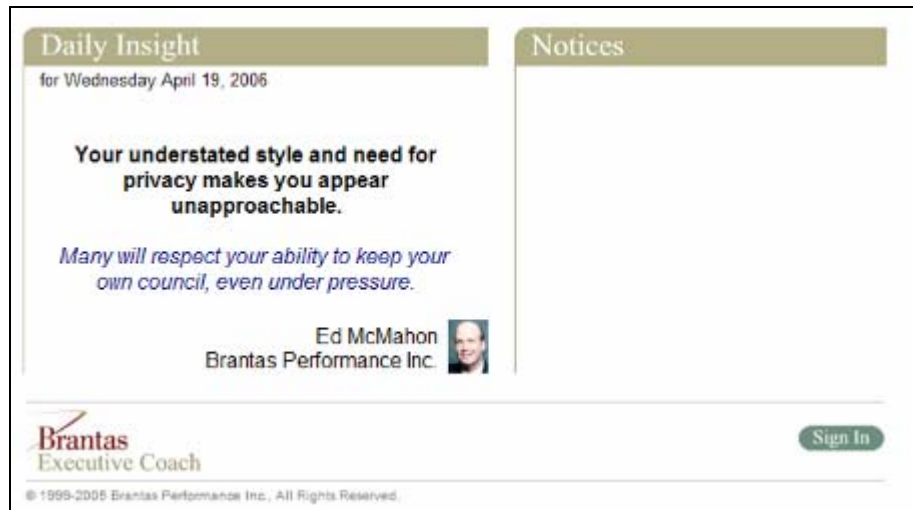
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### *The Brantas Executive Coach*

The Brantas Executive Coach is provided on-line and is accessible at any time, from any location that can access the Internet. The Brantas Executive Coach consists of four separate on-line tools, all of which share a common database and data pool.

The four components of the Brantas Executive Coach are:

***Daily Insights*** A uniquely personal E-Mail message delivered on-line 260 times a year that is directed at maintaining awareness of personal preferences and their impact on relationships within the work environment. Each Daily Insight message is drawn from the unique profile data of the recipient.



**Figure 4:** A sample Daily Insight.

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### **Mentor View**

Daily Insights and Weekly Reflections provide a forum for reviewing personal information about the recipient in five specific areas. Mentor View talks to you about you, based on your individual profile data.



**Figure 5:** Mentor View, highlighting one of the five topic areas (My Interviewing Style). Weekly reflections are intended to provoke critical thinking and personal reflection in five key areas.

### **Facilitator View**

An interactive communications channel that allows immediate and direct dialogue and sharing of constructive comments on relationship issues between individuals. It provides clarification on how you are perceived and how you perceive yourself within the work environment. Facilitator talks about you to others.

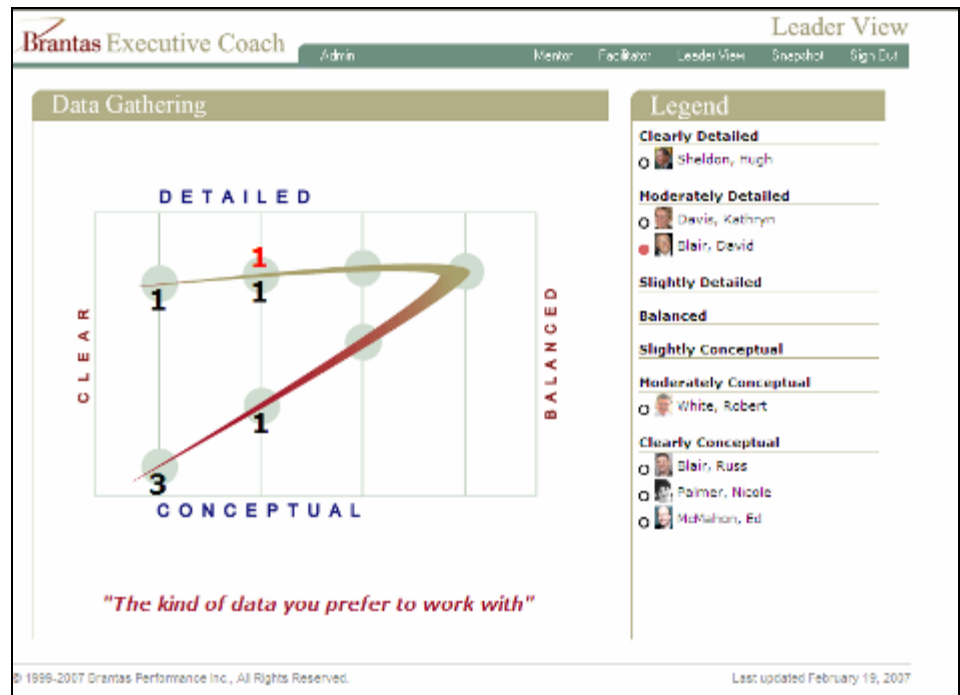


**Figure 6:** Facilitator View, highlighting one of the six topic areas (Decision Making). Once the information in this topic area has been validated, it is available to other team members, enhancing communication and team effectiveness.

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### Leader View

A powerful visual tool that clearly shows the team profile and the relationships and bonds that exist between a leader and any or all of the members of his/her team. Leader View enables leaders or team members to view the team profile in aggregate, or to compare themselves to specific individuals on specific preferences.



**Figure 7:** One aspect of Leader View, mapping the profiles of four individuals on a team in one of the twenty dimensions of preference assessed by the Brantas Executive Coach. Leader View has a number of possible views of individuals and teams.



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### The Brantas Toolset in Action

The Brantas Toolset has been developed to facilitate a number of workplace interventions, all of which centre around increasing an individual's awareness of their own preferences, the impact of their preferences on those with whom they engage in the workplace, and hopefully, individual accommodations that will engender more productive working relationships.

#### *Leadership and Team Effectiveness*

Many incoming or new leaders experience short-term issues with new working relationships and the need to rapidly establish an effective team. Using the Brantas Toolset features such as a Facilitator and Leader View, new managers and leaders can be given the tools that will assist them in understanding the chemistry within their team, building strong relationships that will ensure success for the business – and eliminate the costs of failed transitions.

#### *Hiring and Retention*

Hiring and retention are key business issues for most organizations. Not only is finding the right employee becoming more difficult, ensuring retention in the critical post-hire integration period is increasingly important. The Brantas toolset can be used to more accurately predict the relationship of potential new hires to their supervisor and department/team members, thereby improving an organization's hiring and integration success rate.

#### *Conflict Resolution*

Conflict and its successful resolution are part of everyday business life. Successfully resolving interpersonal or team conflict requires not only high-level communication and listening skills, but the ability to understand where the other parties are coming from. Brantas profiles can assist this process by helping the participants understand how their counterparts frame business issues, make decisions, and communicate.

#### *Succession Planning*

With today's war for talent heating up, succession planning, job streaming and employee retention have become critical issues for most organizations. And while many have created a succession planning model that assesses high potential candidates for senior management positions, some assessments miss critical components of cognition or behaviour that can be uncovered using the Brantas Toolset.



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### *Coaching and Mentoring*

Coaching and mentoring has become a two-way street. The Brantas Toolset facilitates coaching and mentoring by providing a common language, transferable knowledge, and value-based leadership. Information is shared in a constructive manner through readily available communication channels and the accurate, clear and business-relevant Personal Profile.

For supervisors who have difficulty in communicating with employees about their behaviors or performance, Brantas provides a remarkably simple, honest platform to make coaching non-threatening – for both parties.

### *Other Applications*

The Brantas Toolset has been designed as a very flexible, user-friendly set of reports and online tools that can support a number of workplace applications. Brantas associates are continually evolving the use of the toolset to further our overall mission.

*Our singular focus is to provide a complete and up-to-date set of tools based on established psychometric principles that will help people increase their level of self awareness so they can better engage in their work, the work of their teams, and the organizations of which they are a part.*