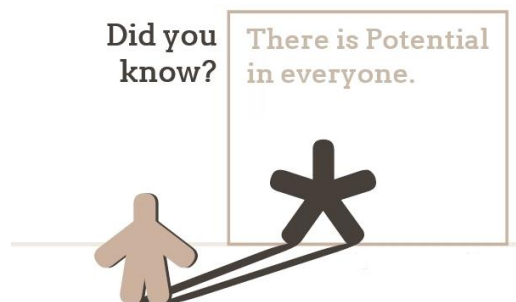


## HR analyses for your company

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Do you want to activate  
the most important capital in your company?  
valuing your people is the key!



...there is potential in everyone! DNLA helps you discovering  
and developing these natural, yet latent, abilities!

- Our service:**
- thorough analysis of your organization and all your employees.  
Individual analysis of the potential of all employees and development of the potential of all employees.
- The process:**
- Assessment of the current situation in your company
  - Identification of the value of the (currently unused) potential in your company and for each and every employee
- Your benefit:**
- An overview and a simple to use scheme to assess the true, full value in your Human Resources – identification & demonstration of the value of the potential in your employees – and of ways how you can develop this – latent! - potential and how you can make it available!
  - A significant raise in return! Up to 25% increase are feasible, through a process of continuous development and improvement, systematic individual HR-development, and through the most effective use of your budget for HR-development and training.

**Where do your co-workers stand? Are they able – and willing – to deliver high performance and to put their potential to full use? Or is a lot of it lost – because of conflict, non-adequate leadership, lack of knowledge about the employees individual situation, their strengts and weaknesses?**

**Cladssification of employees, according to Gallup (\*Gallup HR Engagement Index):**



**Employees with a high level of emotional engagement:**

- these are the top—performers in your organization
- their motivation to achieve, their job-satisfaction and their productivity are at the highest levels.
- they have an excellent potential for performance (present) and for development (=future performance).



**Employees with a medium level of emotional engagement:**

- these are your “regular“ employees – not bad, but there’s still room for improvement!
- their motivation to achieve, their job-satisfaction and their productivity are at ordinary levels.
- they have good potential for performance and development – but they don’t put it all to use in their everyday work. About one third of this potential remains unutilized.



**Employees with a low level of emotional engagement:**

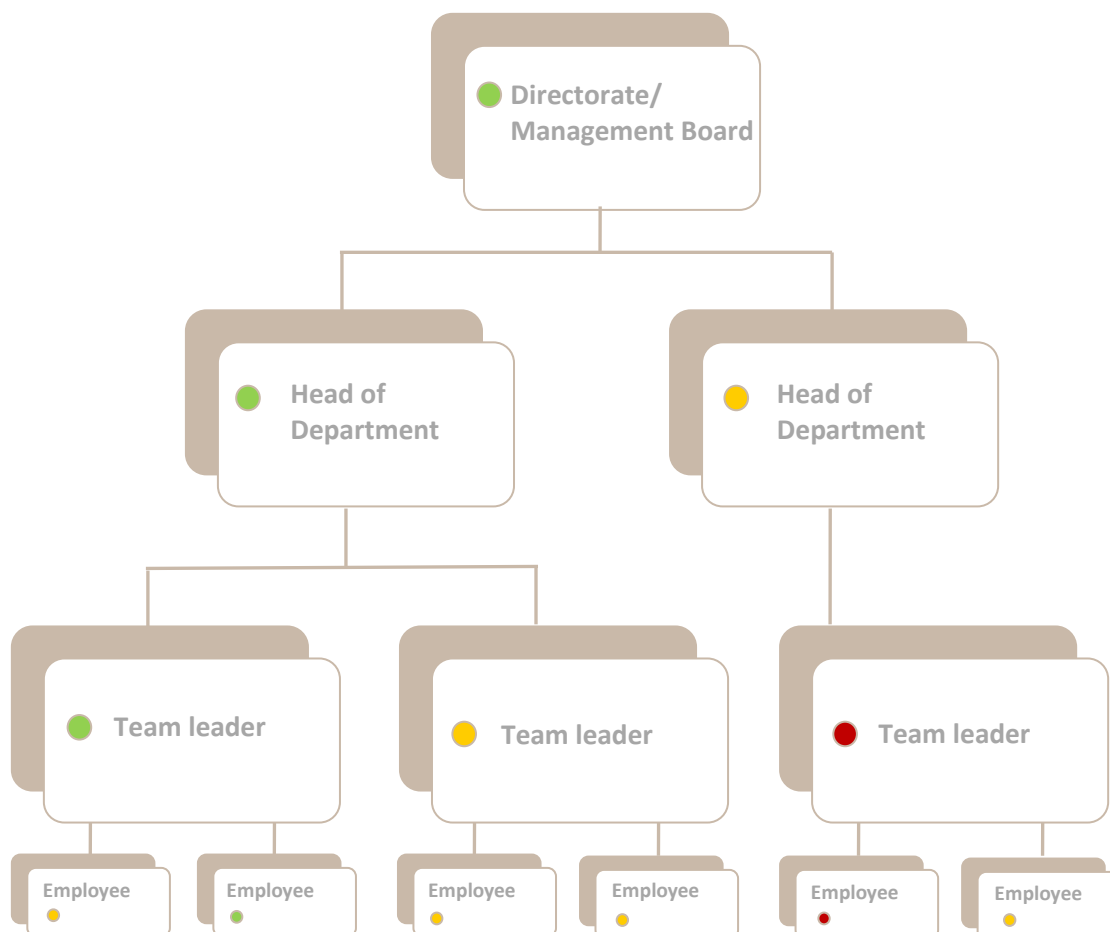
- these are your “critical“ employees – a lot of them even already handed in their “inner resignation“ .
- their motivation to achieve, their job-satisfaction and their productivity are very low.
- currently, they have next to no potential for performance and development – unless the crucial points are solved the all the potential which is generally there, is made available (once again) and can be brought to new bloom (e.g. through changes in the working environment, through the assignment of new tasks or through a change on the way of leadership).

## How to enable your employees to turn themselves into TOP-employees:

...and how DNLA-analyses and development programs will support you in this process!

### Advantages of using DNLA:

- Measurable increase in returns, up to 25% with DNLA and a continuous HR development strategy
- Improved integration of employees through individual, situative leadership and through an increase in mutual trust and cooperation
- Early identification of potential sources of conflict
- Earns you a better image for your innovative HR management and -development (“Employer of Choice“)
- Retention & commitment of top-employees through targeted high emotional engagement
- Raise in achievement motivation, self responsibility and job satisfaction
- Controlling for HR-measures: DNLA – is *the* benchmarking-tool for measuring the leadership quality in your company and for measuring the employee’s potential!



## ABC-analysis: Sample analysis for a 100-employee company

according to the results of the Gallup HR-studies for the year 2013

### **A: Employees with a high level of emotional engagement:** (16%)

Approx. 16% of all employees = 13 employees; They deliver 100% performance;  
The counter value that you get in exchange for their salary is at 100%.

### **B: Employees with a medium level of emotional engagement::** (67%)

On average, they achieve 30% less than the A-employees.  
Calculated for an average salary of 50.000 EUR (including benefits, taxes, and ancillary costs),  
this equates to an annual loss of 15.000 EUR per employee.

**67 x 15.000 EUR = 1.005.000 EUR**

### **C: Employees with a low level of emotional engagement::** (17%)

On average, they achieve 60% less than the A-employees.  
Calculated for an average salary of 50.000 EUR (including benefits, taxes, and ancillary costs), this equates to an annual  
loss of 30.000 EUR per employee.

**17 x 30.000 EUR = 510.000 EUR**

### **Potential annual economic gain for a 100-employee-company:**

**Potential-value for the company:** In total: 1.515.000 EUR!!! (each year)

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### ABC-analysis: Analysis for your own company:

Total number of employees: \_\_\_\_\_

Average costs of labour per employee (annual): \_\_\_\_\_

Number of employees:

High level of emotional engagement: \_\_\_\_\_ employees



Medium level of emotional engagement: \_\_\_\_\_ employees



Low level of emotional engagement: \_\_\_\_\_ employees



### **Potential that you can make accessible for your company**

**Potential-value for your company:** \_\_\_\_\_ **EUR!!!** (each year)