

“PRIDE is our communication and training link with TQM. It’s the driving force in building our customer focused corporate culture.”

Daniel Cassity
General Manager, KI-Krueger International

WHAT YOU’LL EXPERIENCE : PRIDE FUNDAMENTALS

◆ Purpose

- Pyramid of Success
- The Chain of Customers
- Customer Requirements
- Performance Measurements
- The Visual Workplace

◆ Recognition

- Positive Reinforcement
- Types of Recognition
- Making Reinforcement Effective
- Giving Recognition
- Job Enrichment
- Self-Management

◆ Influence

- Factors Promoting High Performance Teams
- Group Influence
- Cooperation vs. Competition
- Giving and Receiving Feedback
- Conflict Management

◆ Development

- Goal Setting and Continuous Improvement
- Team Development
- Personal Development
- Customer-focused Continuous Improvement System
- Problem Solving
- Decision Making

◆ Energy

- Team Building Meeting
- Conducting Meetings
- Maintaining Performance

Dr. Wikoff’s Publications include:

- Behavior management in a factory setting: Increasing work efficiency. Wikoff, M., Anderson, D.C., & Crowell, C.R. (1982). Journal of Organizational Behavior Management. 4,97-127
- PRIDE (1991). **Persona** GLOBAL[®],
- Team Development Profile (1993) **Persona** GLOBAL[®],
- Performance and Instruction Journals, September 1995. Article of the Year: International Society for Performance & Instruction. The Quality Movement Meets Performance Technology
- Performance Leadership and Performance Leadership Profile. (1987, 2005). **Persona** GLOBAL[®],
- An applied behavior analysis approach to increasing productivity in a factory setting: Effects of feedback and praise on employee performance. Unpublished doctoral dissertation, University of Norte Dame, 1981

ABOUT THE AUTHOR



Martin Wikoff, Ph.D.

Author : Performance Leadership • Managing Performance • Managing First Class Service • PRIDE • Breakthrough Account Analysis™

Martin Wikoff, Ph.D. is a research psychologist, educator and recognized authority in Organizational development, productivity improvement, and behavioral technology. His scientifically verified productivity and quality improvement technologies have been developed extensively around the world for nearly 30 years.

As a former Executive Vice President of **Persona** GLOBAL[®], Dr. Wikoff is responsible for authoring four extreme popular Persona Global training and consulting programs: Performance leadership, Managing Performance, Managing First Class Service, PRIDE (Purpose, Recognition, Influence and Energy), and Breakthrough Account Analysis™ - all of which focus on the optimization of human behaviors in an organizational environment.

Dr. Wikoff is in demand across the globe, delivering consulting services to numerous multinational corporations and government agencies including engagements in England, Korea, France, Malaysia, Singapore, and United States. Dr. Wikoff is a frequent presenter to high-level management and executive groups and has numerous publications applied behavior management principles and their relationships to productivity enhancement to his name.



For more information about **Persona** GLOBAL[®], Inc.’s metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



ABOUT **Persona** GLOBAL[®]

Persona GLOBAL[®] is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona** GLOBAL[®], Inc.’s metrics and methodologies are currently available in 72+ countries; its programs have been translated in up to 38 languages. More than 1,700 certified **Persona** GLOBAL[®] practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from **Persona** GLOBAL[®] Programs include:

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- Motorola
- SONY Music Entertainment