# PRIDE

# What is **PRIDE**?

PRIDE is a first-class approach to team building that is enjoyable, comprehensive, and cost-effective.

PRIDE is divided into five categories corresponding to the key requirements for team and individual development. PRIDE training builds skills around these core concepts and can easily be integrated into existing quality and productivity initiatives or PRIDE can be the basis for those efforts.

The PRIDE Methodology are Group Exercises, Individual Exercises, Discussions, Brief Lectures, and Role Playing.

With the involvement of our clients and partners from world-class companies we developed PRIDE training, a program for front-line employees and their leaders. In order for team building efforts to be accepted and used by front-line people, THEY were involved directly in the planning and delivery of the product. A product of many years' research and development, PRIDE was designed to be flexible enough so that the training can be as detailed and advanced as needed to meet an organization's training and performance objectives.

# SUCCESS STORY

With the advent of PRIDE, our customer service accuracy level has increased...team spirit and teamwork have improved and there is no doubt in my mind that our quality effort will give us a competitive advantage in the long run.

-Ed Kniep, President Saughnessy-Kniep-Hawe

## Who Should Attend?

- Those responsible for team building activities in organizations, especially as part of any quality-or service-improvements initiatives
- Those interested in learning about the PRIDE process
- Managers and supervisors responsible for enhancing team performance
- Managers, trainers, and any others who wish to be certified to install the PRIDE principles and processes in their organizations
- Those who eventually want to be certified as a PRIDE Facilitator or Leader

#### **Benefits?**

- Make teams and individuals learn more effective
- Speak the same language and be systematic in team development efforts
- Enhance Productivity
- Build internal and external customer relationships
- Improve customer service and satisfaction
- Get bottom-line results in less time with less waste and stress

# What You'll Leave With

#### Start with our one-day PRIDE Fundamental Workshop

The core of the PRIDE process is the highly interactive PRIDE Fundamentals Workshop. This flexible five segment workshop consists of one day group and individual exercises, discussions, and skills practice. Participants will learn and practice a(n)...

- Easy to implement process to empower the front-line to improve their team's productivity
- Strategy to get people involved and committed to improving quality and performance throughout your organization
- Framework for integrating your company's various quality, service, and productivity initiatives and avoid the "program of the week" phenomenon
- Way to directly link competitive strategy to the day-to-day activities of every front-line employee
- Methods to measure performance to ensure every team member knows how to meet customer requirements
- Problem Solving and goal setting skills to ensure continuous improvement of products and services
- Way to assess team development progress in your organization
- Self-direction techniques to develop the capabilities of each individual team member





"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<sup>®</sup>,
- 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<sup>®</sup>,
- 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



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

**Martin Wikoff, P.h.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.

Martin Wikoff, Ph.D.

As a former Executive Vice President of **Persona** GLOBAL<sup>®</sup>, 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<sup>™</sup> - 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:

- Applied Materials
   British Airways
- Dell Computer

BMW

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Hitachi

Mitsubishi

Coca-Cola

- IBM
- AlcatelMotorola

Japan Airlines
Credit Suisse
American Express

- SONY Music Entertainment
- SUNY WUSIC Entertainmer