

Professional DynaMetric Programs

The Inside Track

Issue 5, May 2007

Read this issue online at http://www.pdpnet.com/news/theinsidetrack/0507/TheInsidetrack_0507.htm

Global Expansion—歓迎された日本!

Welcome Japan!

Continuing Bruce's vision for taking PDP around the world, we have reached a new global market with a new Licensed PDP Primary Representative.

ASK Global Communications, Mr. Yuichi Matsuda

PDP has finalized signing up ASK Global Communications Co. Ltd. of **Tokyo Japan** as a new Licensed PDP Primary Representative. ASK Global is joining PDP through the referral of Syntrak International, Inc. (Nancy Kelly). ASK has been doing business for 5 years, providing training in sales, management, team building and personal growth to 87,000 people to date. ASK Global's client list includes the following industries: insurance, consulting, restaurant, manufacturing, pharmaceutical and automotive.

ASK Global's CEO is Mr. Yuichi Matsuda. Matsuda-san is an award winning salesman. He was named the Toyota Top Sales Person, received a National Top Sales Award 4 times, and became the Top Sales Person in Japan by reaching a new record of individual sales.

Matsuda-san's comments on PDP (paraphrased):

"I am very pleased that we do have a new tool and management system in Japan. Up until now, we only had a tool in Japan, but as far as I'm concerned, PDP is the most useful system by far. I am a qualified instructor of another tool, but compared to PDP, it is nothing. I like the Strat-Map® process and the JobScan® Job Modeling system very much.

"With PDP, I believe we can meet the needs and expectations of sales and personnel departments of the companies we serve."

Thank you Nancy Kelly-san! Nancy will be rewarded with a referral fee and will work closely to support their success.



From the left: Kenichiro Hashimoto, Yuichi Matsuda, Nancy Kelly, Brent Hubby, Yoko Kaga, Maki Endo.

A note from the President



It's hard to believe that the PDP Corporate office has already been in its new location for over a year now. When we designed the new office space, we wanted to make sure that the founder's presence would be felt in the new location. Bruce Hubby's smiling face greets every visitor (through his portrait located in the lobby area) and the building features a unique gathering place named after him (see **The Hub**).

In previous issues of **The Inside Track**, we've focused on "building your business and reaching new clients." Now that you have new business building tools in your toolbox, let's focus on the sale. Bruce whole-heartedly believed that as an individual it was much better to "teach a person how to fish, rather than just giving them the fish."

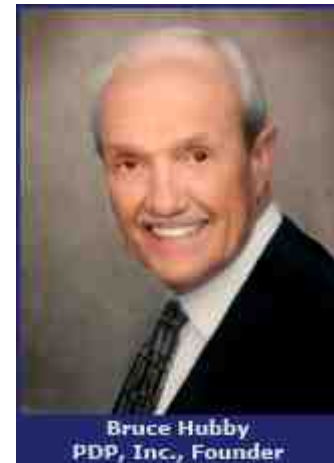
This issue of **The Inside Track** reviews the basic PDP business model (see **A System Sale**). With a system sale you can reach more organizations and people by "teaching" others how to fish. The ultimate win for you is in recurring revenue, as organizations continual usage provide bottom line results.

Some of you may wonder why Bruce is mentioned throughout this month's newsletter. It was 4 years ago this month that he passed away; this issue of **The Inside Track** honors his memory.

Japanese Quiz

While Brent and Nancy were in Japan for ASK's Representative Certification, they learned a few words/phrases that helped with communication. Try the quiz below to see if you can match the Japanese to its English translation. (Answers can be found after 5in5.)

1. Arigato Gazaimas	a. Yes
2. Mo dai nigh	b. Good morning
3. Keitai denwa (pronounced: key tie din why)	c. No problem
4. Hia	d. Thank you very much
5. Ohayoo gozaimasu	e. A greeting, roughly "how are you"-- Good afternoon
6. Nigh	f. Portable telephone/cell phone
7. Konnichiwa (pronounced: koh NEECH ee wah).	g. No



Bruce's vision of helping executives around the world understand and value their strengths, as well as the strengths of their people, continues in the work each of you are doing today. Thank You.

Dates to Remember

Client Certification

- May 23-24th

Representative Certification

- June 5-8th

DynaPro CDMP Forum

- May 17-19th

Representative Conference

July 18-20th

- July 18th-20th

DynaPro Symposium

- October 21st, begin at 3:00pm
- October 22nd, full day
- October 23rd, end with lunch at 12 noon

The 2007 PDP training calendar is available [here](#).

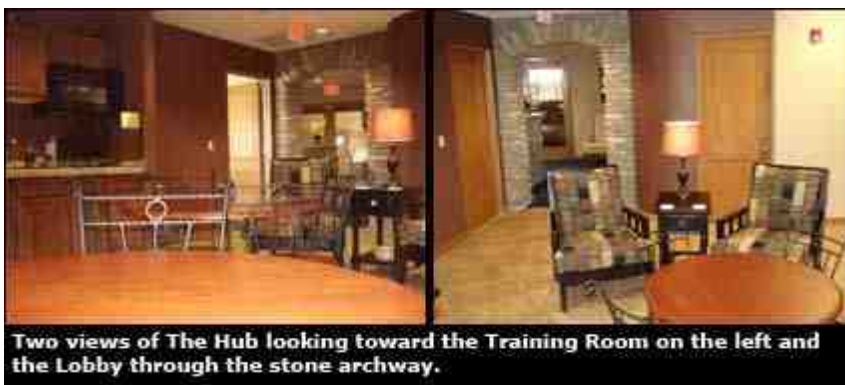
Suggestions for future content are welcome, simply reply to this email.

Archives

The Hub

PDP Corporate office has a unique architectural feature, a strategically placed gathering space called "The Hub." Instead of hiding this gathering space in the back of the office (as is customary for many businesses), we decided to feature it in the front of the office. The Hub is situated between the PDP Training Center and the offices area.

The concept was to make it "Starbucks" in its feel. The relaxing atmosphere of bistro tables and chairs is ideal for small, informal meetings in addition to fully catered lunches for Representative and Client Certification trainings.



Many of you may remember that Bruce Hubby enjoyed his morning cup of coffee and touching base with everyone. Did any of you know Bruce's childhood nickname? It was "the Hub." What a fitting name for a place designed to kick off your day with your morning coffee, organize thoughts and connect with others. The Hub also connects PDP to the world as those leaving training take PDP along with them.

So when you come to PDP Corporate, plan on getting your coffee at The Hub!

PDP Basics—A System Sale

When Bruce said “teach a person how to fish,” he envisioned the following:

- Training individuals to know how to administer, interpret and apply the PDP metrics and systems. (See **Certified PDP Administrator**)
- Placing survey processing and report generating in-house through computer technology so users have access when needed . . . “having PDP at their finger tips” is how Bruce said it. (See **Licensed Technology**)

A system sale provides client organization and users with immediate access to information and the ability to know how to use the information when they need it, rather than making the client completely dependant on the Representative for know how and results.

What makes up a PDP system sale?

1. Certified PDP Administrator—2-day course

- This course teaches participants “how to fish,” by learning the PDP fundamentals of dynametrics, applications (how to apply) and licensed technology modules (ProScan®, JobScan®, and TeamScan®) . . . with an introduction to PowerApps® and Strat-Maps®.
- This course also teaches the philosophy and concepts of PDP for understanding and managing people. Since alignment with PDP philosophy is necessary in order to effectively administer the PDP systems, participants often have to unlearn other ways of doing things during this training.

Who should attend the Certified PDP Administrator course?

- Owners
- Middle and upper management
- Human Resource directors
- Individuals strategically involved in the people side of the business

TIP: Increase the odds of a successful organizational cultural change. There’s strength in numbers . . . including Certified Administrators. What happens if you certify just one individual in a client organization and he or she leaves? You are back to starting over.

Early in the sales process, position having a core group attend the Certification training, rather than a single individual. PDP drives a deep cultural change within the organization that is difficult to do successfully through only one person.

See **Dates to Remember** for next available Certified PDP Administrator training course.

2. Licensed Technology

A PDPworks account (www.pdpworks.com) provides client users with immediate access through the licensed technology modules of ProScan®, JobScan® and TeamScan®. By putting PDP into the hands of the users, they can have PDP “at their finger tips” to generate reports and information as they need.

Do you the Representative go away? Certainly not. Clients have a relationship with you and turn to you for expert advice, Strat-Map® and PowerApp® facilitation services. However, putting PDP into their hands allows you to enjoy recurring revenue and the time to develop new client organizations!

3. Strat-Map®

- PDP service brand for Strategic Mapping. Use of Strat-Map® provides a

repeatable process with action steps for measurable outcomes. This goes past Certification and reaches other levels within the organization. Strat-Map® services are facilitated by someone who is external (usually the Representative) for attaining openness, honesty and objectivity to the situation and organization.

4. PowerApps®

- Power Applications are workshop resources to drive PDP throughout the organization. Certified Administrators are credentialed to conduct and facilitate these in-house workshops. Representatives may wish to co-facilitate each initial PowerApp® workshop session to insure confidence and client comfort (with the goal of having confident Certified Administrators independently drive the organization's on-going utilization). Each PowerApp® session generates revenue from usage and the purchasing of individual PowerApp® participant workbooks for attendees.

Representative Conference and DynaPro Symposium

Rep. Conference

The PDP International Licensed Representative Conference will be held in Colorado on July 18th-20th. Details to be emailed separately.

Let us know who will be attending from your organization by clicking the link below.

[Conference Pre-registration](#) (Please list names of attendees in reply.)

DynaPro Symposium

For those of you who have CDMP clients, the first DynaPro Symposium for Certified DynaMetrics Professionals (CDMPs) will be held in Pacific Grove California on October 21st – 23rd. At the completion of the Symposium, participants will be re-Certified for an additional 3 years!

See [DynaPro Symposium information](#) for answers to questions your CDMP clients may have.



The 5in5 Challenge*

Below are the current results of the **5in5 Challenge**. Each time published, you will find a running list of all clients for the Challenge period—**clients added since the last publication can be found in bold**.

NEW CLIENTS—APRIL 2007 (bold)				
Rep. Name	Client Name	Client Level	5in5	Competitor Replaced
Predix	FreeOffice <i>Property Management (Executive Suites)</i>	Gold	1 st	Colors
	MDS Communications <i>Call Center (Fund Raising)</i>	Gold	2 nd	Profile XT and others
	Amaze, Inc.	Gold	3 rd	Profile XT

	<i>Coaching and Consulting</i>			
	Inter-tel Integrated Systems, Inc. <i>Telephone Systems</i>	Gold	4 th	-
	Tech Finders <i>Staffing</i>	Gold	5 th	-
	Morrison Maierle, Inc. <i>Engineering</i>	Gold	6 th Training Fee Waived	-
	SMDI Company	Gold	2 nd	-
	Life-Lock	Gold	3 rd	
	Tempe School Credit Union	Gold	4 th	-
Crosby	Asama Coldwater Manufacturing <i>Manufacturer</i>	Platinum	1 st	-
	CMD <i>Construction</i>	Platinum	2 nd	-
	LifeCare Assurance Company <i>Insurance</i>	Silver	n/a	-
Olsen	Skanska USA Building, Inc. <i>Construction (Commercial)</i>	Platinum	1 st	-
	Evergreen Coaching	Platinum	2 nd	
Anna	MTS Enterprises <i>Internet Income Services</i>	Gold	1 st	-
	Continuum Coaching <i>Paper Industry and Small Business</i>	Gold	2 nd	-
	onPurpose Coaching <i>Small Business and Church Ministry Teams</i>	Gold	3 rd	-
	Coaching 2 the Next Level <i>Small Business and Pastors</i>	Gold	4 th	-
	Topaz Coaching & Training, Inc. <i>Small Business and Pastors</i>	Gold	5 th	-
	Tim Riggs <i>Real Estate and Church Teams</i>	Gold	6 th Training Fee Waived	-
	Transitional Life Coaching <i>Corporations and Family Coaching</i>	Gold	2 nd	-
Hubby	CDPHP <i>Health Care Insurance Provider</i>	Platinum	1 st	People Answers
	D'Orleans Hospitality Training <i>Hospitality Training</i>	Silver	n/a	-
	Myrtle Beach Hotels.com <i>Property Management (Hotels)</i>	Silver	n/a	-
	Altera Design	Silver	n/a	-
Disberger	Berthod Motors, Inc. <i>JEEP and GM Cars Sales</i>	Gold	1 st	-
	FlexMagic Consultants, Inc.	Silver	n/a	-
	Talbott Ent.	Gold	2 nd	-
Kelly	Tapper Diamonds and Fine Jewelry <i>Jewelry</i>	Gold	1 st	-

	Dolan Media Company <i>Media</i>	Silver	n/a	-
Mechler	American Driver Services, Inc.	Silver	n/a	-
Dowd	GEN-PROBE	Platinum	1 st	-
Schneider	Haselwood Auto Group	Platinum	1 st	-
Farmer	Muncie Power Products, Inc.	Silver	n/a	-
Stevenson	Scott Machinery Company	Platinum	1 st	-
Richards	Cherry Creek Schools	Platinum	1 st	-

*5in5 Challenge requirements can be found in [The Inside Track, Issue 1, January 2007](#)

Answers to Japanese Quiz

1. Arigato Gazaimas	d. Thank you very much
2. Mo dai nigh	c. No problem
3. Keitai denwa (pronounced: key tie din why)	f. Portable telephone/cell phone
4. Hia	a. Yes
5. Ohio gazaimas	b. Good morning
6. Nigh.	g. No
7. Konichiwa (pronounced: koh NEECH ee wah)	e. A greeting, roughly "how are you" – Good afternoon

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