



The most progressive and efficient employee development tool on the market today.

Developing Employees As Leaders

DEAL is a cost-effective, self-serve resource for early- and mid-career talent



8 Core Competencies

Each competency has behavioral statements spanning **3 Levels of Complexity.**

- 3 **Advanced**
Reads audience and adjusts communication style appropriately.
- 2 **Intermediate**
Invites others to share their views.
- 1 **Foundational**
Effectively communicates ideas when speaking.

Positive Experience

- Non-threatening approach
- Enables and focuses development discussions
- Behavioral frequency scale – pivots conversation

Easy to Understand

- Clear takeaways and guidance
- Top strengths and growth opportunities identified
- Quickly converts to action plan
- Includes dynamic development toolkit
- Easy to implement
- 15-minute survey – mobile friendly
- Learner and manager only
- Report generated immediately

	Behavior	Self	Manager	Blind Spot
Intermediate	Paraphrases or repeats what others say to indicate understanding of the message.	Orange	Red	Yes
	Is concise and clear with spoken and written messages.	Green	Green	No
	Considers best communication approach based on situation	Orange	Orange	No
		Green	Red	Yes

SECTION I: Data Snapshot

Areas of Strength (S)		Areas of Growth and Development (GD)	
Accountability	Customer Focus	Self Improvement	Development