

**Benziger
Certified
Consultant**

—

—

CCE

ICF CONTINUING
COACH EDUCATION



—



International Certification

We present an innovative tool that provides information on human behavior from a neuroscience perspective

Add a tool that allows you to apply the Benziger Assessment, for young people, adults, and teams, anywhere around the world

A very useful tool for counsellors, therapists and anyone interested in guiding others to achieve better performance, quality of life and well-being.

Enrich your consulting, training and coaching services in human resources management processes, vocational orientation, coaching, life consulting and self-awareness processes.





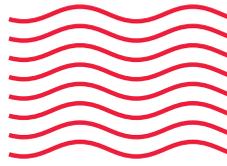
700
consultants

34
countries

29
years



.....



Mapping and talent management with a focus on strengths

Those who are focused on consulting and/or coaching can quickly expand their services, with highly paid activities that will allow them an immediate return on their investment; or optimize the performance of their work teams if they are in areas related to HR.

Caring for people and creating a work environment where they do with pleasure what they do best is one of the greatest investments that companies and organizations can make.

One way to care for people is to help them know and respect themselves, detect their talents, and apply them to their lives and job performance. This will allow them to increase their well-being and at the same time their productivity.

The **Benziger Model** works a process of exploration that helps people recognize their natural preference to deploy it, and their weaknesses in learning what to do with them.



Who is it for?

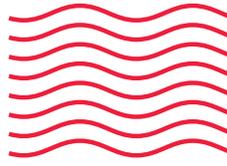
HR professionals

People, professionals, and leaders who want to improve the performance of their work teams. A key tool in employee selection and evaluation processes: Identifying career plans; Setting Up Project Teams; Assessing the degree of collaboration of each team member; Facilitating collective collaboration by evaluating differences in ways of thinking and measuring the intellectual capital of the team. The Model offers to supervisors a format to better understand employee concerns such as perception, motivation, and job satisfaction, as well as a way to effectively address team issues such as goal achievement, cohesion and leadership.

For coaches and/or consultants

A very useful tool for counsellors, therapists and anyone interested in guiding others to achieve better performance, quality of life and well-being, enabling them to make better and more objective decisions based on relevant and reliable data. Those who are engaged in life consulting and/or vocational guidance, as well as in issues related to professional re-orientation, will be able to enhance their services. Identify and affirm preferences and talents, identify competencies, and define personal development action plans.





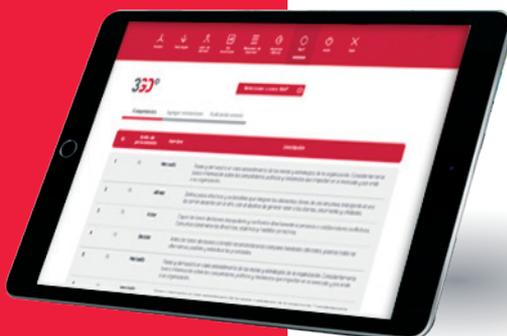
What can you do as a Benziger licensee?

- Apply the Benziger assessment for adults and for work teams; use ONE, the assessment for adolescents.
- Apply the 3GO Assessment, identifying and intertwining the talent with the competencies of the assessed person.
- Generate executive reports and/or complete reports, mapping competencies and optimizing talent management.
- Carry out reports and team analysis. Successful team building, collaboration, high performance.
- Make decisions based on reliable data.
- Use the Talent Profiling module, which provides reports that allow matching selected candidates with a particular position, as well as matching one person with several positions simultaneously.
- Vocational orientation and professional development. Mentoring.
- Coaching and Consulting services. Therapeutic spaces.

**Benziger
Thinking
Styles
Assessment**



**Coaching
with Benziger**





**The one and only assessment tool
that allows you to identify the
deviation or adaptation of your
natural thinking style**



Characteristics of the **Benziger Model**

The Benziger Model is based on Dr. Carl Gustav Jung's theories, and it is designed to help people improve their effectiveness, collaborative skills and overall well-being through a better understanding of one's strengths.

In order to help people find the place of their own development, the model provides valuable information:

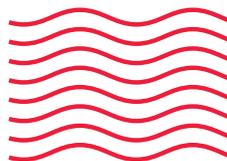
- Deep self-awareness.
- Natural talent.
- Type deviation.
- Development potential.
- Degree of extraversion and introversion.
- Emotional tone.
- Stress level.





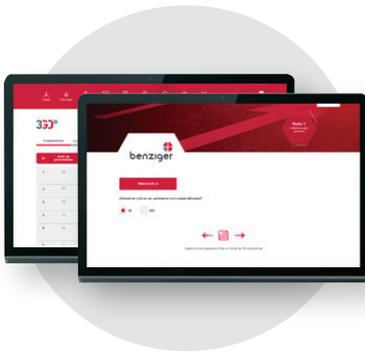
Business benefits

- It raises self-awareness.
- Optimizes selection processes.
- It allows the design of competency models and the improvement of position profiles.
- Form highly efficient teams.
- Offers mapping of work teams.
- Enhances productivity by better knowing the team and re-allocating resources.
- Improves the quality of individual and group performance.
- Improves interpersonal relationships, reduction of conflicts.
- Strong motivation, retention plans. Career development.
- Improvement in communication and harmony.





What will you receive by enrolling?



International license

To use the BZG online software, which allows you total autonomy in the administration of the tests you apply in your company or to your clients.



Comprehensive feedback and express feedback

In-depth training for the interpretation of results and the issuance of individual and group reports.



Complementary guidelines and workshop manual

The guidelines help in the analysis of profiles, in the interpretation of the results and in working with the same.



Royalties

You will have an initial credit to carry out 5 evaluations on whoever you want.



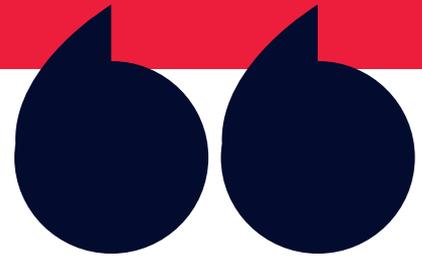
International Certificate

International Coaching Federation (ICF) certificate accrediting 24 continuing education credits (CCE).



Book Maximizing

A key tool to understand and enhance the different styles thinking.



Companies who trust us

“Without a doubt the Benziger has become an indispensable tool in our executive development processes through coaching, succession plans and others strategic actions lead by the Human Talent areas of the different companies.

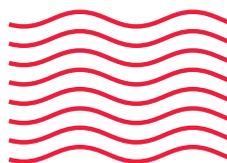
Furthermore, The Benziger Thinking Styles Assessment has allowed us to take practical actions and is easily applicable to the day to day worklife in regards of communication processes, both internally and with our clients; as well in the creation of teams at work. Each of our leaders have seen benefits as soon as they have been able to improve their skills and effectiveness in their team management”.

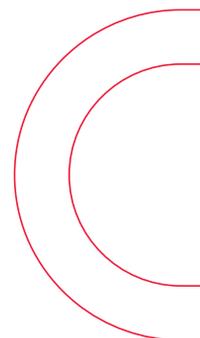
Ricardo Bolaños Davis
Corporate Organizational Development Director / Pellas Group

“The Benziger Thinking Styles Assessment is an excellent tool to support organizational development processes, self-knowledge and knowledge of others. Unlike other tests, the Benziger Thinking Styles Assessment provides a very different perspective about oneself.

Our collaborators have found it very useful in discovering themselves, some had never known themselves so deeply. We use it for the construction and development of teams, the managers use it in their daily interactions with their collaborators, taking advantage of what motivates each one the most”.

Vanessa Yuen
Human resources manager / Coca-Cola Singapore





+1 (236) 777-0636

www.maximize.org

