



## OSM INTERNATIONAL GROUP SERVICES

### HOW WE IMPROVE A COMPANY

Today there are many consultants, head hunters and HR services around the world. There are many aptitude tests, recruitment tests, and other tests being used in many different companies.

Though they can be beneficial, these services rarely have an impact on the way a company operates and manages its people.

Over the years, meanwhile, OSM International Group has developed a unique approach to improving the attitude, cohesiveness, productivity and motivation of a group by working on its people. Our approach is revolutionary in that it not only consists of several testing, coaching and training activities but it actively involves the top members of the company, the business owner and/or general manager.

In short, our services really and truly create CHANGE AND IMPROVEMENT IN THE COMPANY!

## OSM INTERNATIONAL GROUP – A COMPANY WITH GLOBAL EXPERTISE



When a CEO or business owner contracts a HR service or a consulting company, they often end up contracting a local company that, though made of willing and capable people, often lacks international expertise and capabilities. More often than not its services tend to be theoretical, based on whatever the latest trends are in management or based on the experience of a single business owner who decided to open his own company after already being a manager in a similar company. These consulting companies lack the depth and experience

that a company like OSM has built up, having started small and now grown to become an international corporation.

From Brazil to the United States, from Spain to England, from Italy to Russia, every day our managers and consultants confront similar challenges to the ones experienced by all fast growing companies in the world.

We teach our clients exactly what we ourselves have already applied in our company to become one of the modern success stories of our industry. That is the secret of our success: we have already successfully done what we are teaching you.

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The OSM approach is done in steps:

## **STEP 1: FULL ANALYSIS OF THE PEOPLE OF THE COMPANY**

During this step everyone in the company takes the I-Profile Analysis, starting with the owner or CEO.



Using the I-Profile Analysis, we are able to:

- a) Understand points of strengths and weaknesses of every person in the company, starting with the managers who head specific departments.
- b) Interview every individual who has taken the analysis to show them their points of strength and weakness and give them exact steps and instructions to improve their productivity.
- c) After all of these meetings, we sit down with the business owner and we debrief them on what was discovered through the analysis and the interviews. Together we decide:
  - Any personnel changes, like moving a manager or an employee who is clearly not suited for their current position and is creating difficulties
  - How to improve and manage existing employees and managers based on their areas of strength and weakness.

- Any new recruitments that will be needed to strengthen the organization and to relieve the business owner of tasks that are frequently dumped on them by their employees.
- We schedule any training and coaching activities that we think will improve the company like leadership trainings for managers, organizational trainings, etc.
- We show the business owner or CEO their own analysis profile and coach them intensively on their own areas of improvement. Very often, difficulties with personnel within a business can be traced back to the top of the company: to the owner who has to change certain characteristics of their own and/or improve their people management style.

Results obtained through this first step:

The company sees improvement in productivity because the owner now understands the real potential of their people and acts accordingly.

People are re-motivated and start to improve themselves.

Climate within the company improves.

The CEO starts to improve their people management style.

Note: you can also start this phase by testing the most important people of the company, the CEO, the managers, and any people within a specific department the customer wants to improve the most. Then the service can be extended to other people.

Note: sometimes, in large companies (above 200 people), the CEO initially doesn't want to be part of the improvement process and doesn't want to take the test. In this case it is advised that you begin to work with the people in the company who the CEO sees as a personnel wizard (the person the CEO usually turns to in order to solve personnel problems). Once you earn their trust you can then also test the CEO.

## **STEP 2: LEADERSHIP AND IMPROVEMENT**

### **TRAINING FOR THE CEO OF THE COMPANY**

At OSM we firmly believe that difficulties within a company often start from the top. It is therefore of the utmost importance to help the CEO adopt certain attitudes and behaviors that will help them tremendously in people productivity.



We do that through five key trainings that are specifically for the owner and/or key managers:

### **1) OSM BASIC LEADERSHIP TRAINING**

During this two days training, we teach the owner the following concepts:

- That they are, themselves, the cause of the behavior and productivity of their people
- That they have to maintain a positive emotional attitude and energize people rather than putting them down
- The key ingredients that people want to be motivated: praise, involvement in the company, and genuine care for their well being. These three factors take precedence in building positive motivation, even over money, job security, promotions, etc.
- How to manage their time effectively so that they are free to do the things that are important and will actually make a difference in their company, rather than being constantly overworked and ineffective
- What characteristics are needed for Leadership and how to develop them in oneself. How to be better at asking, at getting and at motivating
- How to improve people, how to correct people when they make mistakes or are demotivated, and how to develop good managers for the company
- How to achieve their goals.

The owner will be coached and strengthened on all of the above points.

### **2) OSM ONE ON ONE TRAINING**

This training lasts two consecutive days and a specialist works with the CEO or the manager of the company to personally help them work out issues in order to:

- Achieve more stability in a positive emotion
- Help solve any ups-and-downs or any situations that may distract them or reduce their leadership

- Drastically improve all the low points of their test

This is one of the most effective and powerful services of OSM and the people who participate give testimony that this exact service has been the turning point, not only for them as individuals, but also at which their company started experiencing dramatic growth.

During this service the customer is trained and coached on the following subjects:

- Demotivating People, and how to recognize and manage them
- People in the company or in their personal life that may be affecting them negatively and how to influence them
- Disagreements at the top of the company, how to sort them out and fix them
- Difficult employees and how to manage them
- The importance of personal ethics for success
- They will also have to go through an incredible exercise that will free up a lot of energy and really get them on top of things

Note: after the CEO has completed this training they will surely want all of their key managers to take part in it as well. In fact, we recommended that all key managers of a company participate in this One on One Course.

### 3) I-PROFILE ANALYSIS TRAINING

This training is normally delivered to a group of CEO's or managers.



This course explains in detail how the I-Profile Analysis works and how to improve any characteristic. The participating managers use their own analysis and those of their people, and over two days training they learn:

- How to improve themselves and their personal management style
- How to motivate and help each member of the team
- How to build an effective HR program in the company

- They have the opportunity to discuss their management strategies with other managers and business owners, which also helps them improve drastically.

#### 4) THE OSM PLANNING AND TIME MANAGEMENT COURSE

This course lasts a day, teaches entrepreneurs to become more organized, to plan their work effectively and establish priorities. Ideal for scattered or disorganized entrepreneurs. This is a simple but very powerful intervention that helps everyone to become more organized.



During this training, delivered at the client's company, the CEO or manager of a company will obtain the following results:

- A clear understanding of their priorities
- Learn and adopt a system they can use weekly to keep themselves organized and become more effective
- A better understanding of what they have to delegate and how to do so successfully.

#### 5) THE POWER OF EMOTION COURSE

This course takes 2 days and is delivered to a group of business owners.



The course takes a customer behind the scenes at OSM and provides some very advanced info with regard to motivation, persuasion, communication and change.

The course is for anyone who ever has to hold meetings, training courses, or speak to groups. It teaches every element of managing an audience, from how to conquer "stage fright", to how to design an effective speech, and how to deliver a speech that "touches" the audience.

This course isn't about just memorizing a bunch of theoretical info. Students will actually have several opportunities to present actual speeches to an audience while being recorded by a video camera. These speeches are then analyzed and the course participant is corrected on their main mistakes so that they can really learn how to implement the information they've learned and become an excellent speaker.

The course has a limited number because, as never before in this course, the focus is on coaching students to ensure that they see a marked improvement in their ability to handle an audience.

Customers who attend this training say that it is the most powerful service they've taken with OSM, and learn:

- How to effectively deliver a speech that will move an audience
- How to conquer stage fright
- How to unleash people's emotions
- How to bring about change in even the most resistant individuals

### **STEP 3: WORKING WITH PEOPLE IN THE COMPANY TO BRING ABOUT CHANGE AND IMPROVEMENT**

This step is done concurrently with Step 2 (working with the CEO/owner of the company).

So far we have discovered the strengths and weaknesses of the people within the company, we have enacted some personal changes to make the company more effective, and we have also begun to improve the motivation and management style of the owner. While this last activity is being done, we also have to work with the key managers of the company to make them more effective so they can support the owner and make a difference.



We do this by delivering the following trainings inside the company to the key managers:

**a) OSM Basic Leadership Training:**

Two days of training to teach the managers the basics on motivating and managing people.

**b) You and the Team Training:**

This is a one day training delivered in house to all the managers and key people of the company. The owner or CEO should attend as well.

During this training an OSM Trainer will discuss every characteristic of the test. Beforehand, everyone attending must communicate their score for a particular characteristic. Then the characteristic is explained and there are exercises on how to improve it.

During the training we go through each characteristic and at the end of the day people:

- Have learned how to better organize themselves
- Learned how to improve themselves
- Have written their goals
- Understood key principles about sales, motivation and people development
- Know each other's strengths and shortcomings, and have become a team.

**c) One on One training with the Managers**

It is also advised that each manager attend the One on One training (see above for details).

Additional trainings available for the managers and internal people of the company:

**The Recruitment Interview Course**

This course lasts one day. It teaches how to successfully conduct a recruitment interview and how to become a good recruiter.

During training, customers learn how to interview applicants, to understand how each person will likely perform on the job, which are the important questions to ask, and how to be smart about interviewing.

They are coached with actual CV's and applicants until they have a good grasp on what it is they have to do.

People who attended this training state that, not only did it make them better recruiters, but it also taught them how to better understand people in general.

**The Sales Course**

The duration of this course is two consecutive days.

The sales course is aimed at anyone who has anything to do with sales. Oddly enough, even people who are not actual salespeople, reap great benefits from participating in this course. In truth, each of us is, at heart, a salesperson. Some of us sell products or services, but many of us sell ideas. Open Source Management, to prepare this course, has researched the basics of sales by studying the "Superstars", salespeople who sell 10 or even 20 times above average in their sector.



The course contains revolutionary information showing how popular assumptions about sales are confused or downright wrong. The course is taught by a teacher with a great sales experience. After participating in this basic sales course, selling becomes much simpler and even effortless.

The course deals with concepts such as the difference in attitudes between a mediocre salesperson and a Superstar, the Warm Up, the Inverted Pyramid, the purchasing decisions of customers, the "psychological condition of having" and how to influence it.

In the case where the intervention you're planning is for a sales team, it is recommended that you first have the entrepreneur or the sales manager of the company participate at this intercompany course, and then, upon completion, plan with them to teach these concepts to their salespeople with a series of interventions delivered within the company on ten different days over the following year.

People who attended this course testify the following:

- Increase in sales
- Increase in closing percentage
- Being more relaxed during a sale, having understood the basics behind it and experiencing much less stress
- Building better relationships with customers
- Being able to sell much more to existing customers.

Note: This training can also be delivered within the company, in which case it is charged per day.

#### **STEP 4: RECRUITMENT OF HIGH POTENTIAL INDIVIDUALS**

Our belief at OSM is that if you want a company to grow, you must hire exceptional individuals.

Often they are not the highest paid exclusive top managers, but rather the people who can embrace the dream of the company and pursue it with the same enthusiasm shared by the CEO and the Business Owners.

At OSM we believe that you should hire for personality and train for competence, that means that you should hire people with great character and integrity, people who easily get excited, people with a great level responsibility and THEN you should train them technically to be successful in their career.

If you do the reverse – hire very skilled people, but who are lacking in character, responsibility, integrity or excitement – you’ll have a real hard time managing and expanding your company.

When you populate your company with new people who have great character, the whole company will “magically” start to embrace a faster pace and everybody will feel re-energized and rejuvenated. On the other hand, if the company has zero turnover, soon all the employees will fall into a comfort zone and become less productive.

OSM International Group has developed two hiring solutions for its customers:

**a) The I-Profile Recruitment Solution**

Through the I-Profile Analysis, OSM is capable of recognizing, beforehand, the character, integrity, responsibility and motivational level of the people being interviewed.



We do this by building a personalized link for the company hiring and, within 24 hours, providing the company with a full report on the applicant as well as our view on whether they should be considered as suitable or not.

Through this service, which we call the I-Profile Recruitment Solution, the company can review applicants and test the ones they feel are most suitable to get insight from the OSM Experts.

Companies that intend to use a lot of I-Profile Analysis are trained free of charge by our HR Experts on how to interpret the test results and on building a tailor made recruitment process for their company.

Companies that use the I-Profile Recruitment Solution testify that in just a couple of year the whole company changes and often productivity doubles.

### **b) Turnkey Recruitment Solution by OSM**

Managers sometimes are too busy to personally take care of posting ads, screening résumés, or interviewing applicants, and so they prefer to rely on a dependable external service that can locate and hire talented people.

When a manager trusts us with a Turnkey Recruitment process, we publish effective ads, search for qualified applicants in our vast network of talented individuals, and test every applicant for the personality characteristics and practical skills the customer wants to hire.

We then present a short list of three very qualified applicants that the customer can interview and choose from.

If the customer hires any of these three and, within the first three months, finds that they are unsatisfied, we will replace the person free of charge.

We are capable of locating a qualified candidate within two to three weeks and we charge a price between 12-15% of the Yearly Gross Salary.

## **STEP 5: OTHER SUPPORT AND MAINTENANCE SERVICES**

After having helped a company or a business owner with the 4 steps above, normally the company will be turned around and very productive. The business owner will have delegated many of their tasks and will be concentrated on driving more expansion or even on enjoying life while the company is managed effectively by somebody else.

They may, however, still request the services of OSM to organize sales meetings, for additional follow up trainings and recruitments, and even simply to check on how people are doing from time to time.

They may also occasionally need additional services beyond our usual scope of improvement courses, such as Financial Management, Marketing services, or Internationalization services.

All the above services are sold based on a project that is built specifically for that customer and the prices vary based on the effort and investment required by OSM.

### **OSM INTERNATIONAL GROUP**

**Miami, Madrid, Sao Paulo, Rome, Sofia, St. Petersburg.**