



Deen shows character and makes the 'invisible building blocks' of success visible.

# **BROCHURE**

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- Assessments
- Company Stars
- Management Development
- Training
- Coaching & E-Coaching
- Executive search

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## ABOUT DEEN

Deen, with its head office in Rotterdam, was founded in 1937 and has extensive experience and expertise in the field of recruitment, selection and development of professionals, managers & board members and management development issues in the higher segment of the market.

Recruiting, selecting and raising managers and professionals to a higher level remains tailor-made and we offer this for professionals, managers, board members and management teams. In our view, our assessment and Management & Development programs should contribute to the discovery and use of existing and potential talents, so that the entire company is strengthened.

## OUR SUCCESSES IN SHORT

We measure our success by the satisfaction of our customers. We are only satisfied when they indicate that they perform better and that their employees have found their passion.



230.000

Number of assessments



80+

Years experience



4,8

Valuation

## ONLINE & REGULAR ASSESSMENTS

Deen, founded in 1937, is one of the first assessment agencies in the Netherlands. Our high-quality assessments offer clear and reliable advice. We now have more than 80 years of experience and we offer fast and careful assessments on management and board level. We are also a flexible agency, where you can schedule assessments within two days and receive reports within 1 day. .

## OUR SERVICES



**ONLINE** – Online selection or development assessment (personality and intelligence) in 120 minutes.



**SEMI ONLINE** – Online assessment, interview and discussion with psychologist (FaceTime, Skype, Microsoft Teams, etc.), ½ day.



**REGULAR** – Traditional offline assessments with face-to-face conversations, role playing and coaching, all day long.

## ONZE ASSESSMENTVORMEN



**SELECTION ASSESSMENT** – Get an immediate and clear answer to the question of whether or not a candidate is suitable for a specific position.



**DEVELOPMENT ASSESSMENT** – Map the potential and current performance of an employee on a specific competency profile.



**TALENT ASSESSMENT** – For discovering high potentials and talent. This report provides concrete insight into behaviour, aptitude and ambition.

## SPECIFIC ASSESSMENTS



**MANAGING BOARD / MANAGEMENT ASSESSMENT** – Gain direct insight into leadership styles, and develop the potential of managers and executives.



**SALES ASSESSMENT** – Our sales competence wheel allows you to see at a glance whether the candidate is suitable for a sales position.



**TEAM ASSESSMENT** – Receive a complete overview of the qualities of a team and answer questions such as: what does our team look like?

## A SELECTION OF OUR ONLINE TESTS



**360 FEEDBACK** – The employee chooses a number of competencies and receives feedback from his or her environment. This leads to concrete points for development which can be used at a later stage.



**COMPANY STARS** – Company Stars provides insight into deeper personality, motivations and personal style of action for professionals & managers. For a more detailed explanation, see page 5.



**MODULAIR INTELLIGENCE TEST** – Intelligence, together with personality, is the most important predictor of work performance and provides insight into someone's intellectual abilities.

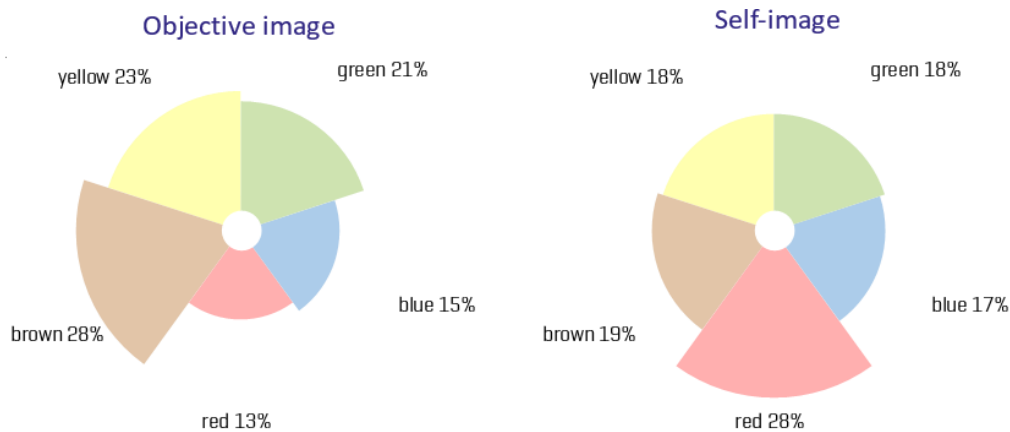


## COMPANY STARS

With the Company Stars test you gain insight into 21 inner drives, which we have translated to five color types and 14 competencies / talents. Make optimal use of your authenticity and talents, choose functions that fit well with them. People who know themselves well are best able to tap into their talents and will work out of interest and passion! Company Stars can contribute to this.

### OBJECTIVE IMAGE VS SELF-IMAGE

In the Company Stars report, your self-image is compared to the objective color image. In this way you gain insight into how you see yourself versus how your environment sees you.



### COMPANY STARS PACKAGE

Quick & complete online selection or development assessment – With our advantageous Company Stars package, you will gain insight into a candidate's intelligence and personality within three hours. In addition, you will receive advice whether to select / hire a candidate through consult by telephone by one of our psychologists. The package consists of 3 parts:

#### COMPLETE PACKAGE FROM € 495,- !

- Company Stars test;
- Modular Intelligence Test;
- Consult by phone.



## ONLINE DASHBOARD

### TRACK AND MANAGE CANDIDATE DATA

The Online Assessment Dashboard makes it easy to invite candidates and follow the selection process online. As an HR professional, you can do this all by yourself. Still need help? The employees of our Support Centre are ready to help you!

### IN 4 STEPS TO AN ONLINE PROFILE

Step 1. Invite candidates;

Step 2. Prepare your own tests;

Step 3. View test results;

Step 4. Share in a secure environment.

### TALENT DASHBOARDS

- Our interactive dashboards help you gain insight into all your assessment data;
- Track candidates and view online which tests they have completed;
- Manage selection profiles per candidate and per position;
- What is the candidate's individual color profile and what color profile does the team have?
- On which competencies can teams or individuals further develop?
- Which competencies still need to be developed within the organization?
- What stage is our organization in and what competencies / color profiles do we need in the future?

### DATA-ANALYSE

By means of data analysis, current data can be transferred to your organization about which competencies and inner drives of previously tested employees and / or employees who perform well in a certain function[groups] fit well in your organization.

## MANAGEMENT DEVELOPMENT

Deen develops Management Development (MD) trajectories, in which the personal growth of your potentials and managers is linked to the strategic objectives and desired corporate culture. With a good balance between approachability, humor and stimulating feedback from time to time, we encourage people to take steps in their development.

### UNIQUE FEATURES



Link with strategic objectives



Contribute to the desired corporate culture



Customization



Strengthening team spirit and desired corporate culture

### WHY IS IT IMPORTANT TO OFFER THESE TRAJECTORIES?



**QUALIFIED EXECUTIVES** – Primarily to ensure that the organization has qualified executives.



**ATTACH & BIND POTENTIALS** – Secondly, a Management Development trajectory is a recruiting tool for recruiting and binding “potentials”.

### APPROACH MD TRAJECT






1. Analysis desired situation;
2. Advice and implementation;
3. Realisation & anchoring.



## DEEN TRAININGS

Deens training courses differ greatly from other assessment agencies. All Deen trainers are academically trained psychologists who are specialized in assessing individuals within one day for selection and development. They have experience in conducting in-depth interviews, recognizing personal points for development and they know which competencies are easy or difficult to develop. In our training courses we anticipate on this, by personalizing our trainings on the individual, despite the group approach. Practicing with situations from the daily work situation is central in our training.

## UNIQUE FEATURES

-  Aimed at stimulating self-development
-  Close connection with daily work: “training on the job”
-  Staying close to natural learning styles
-  Anchoring what has been learned with the help of competencies
-  Individually or in small groups

## DEEN TRAINING ROADMAP

Step 1. Organization- and situation analysis;

Step 2. Align expectations;

Step 3. Baseline measurement / development plan;

Step 4. Training trajectories;

Step 5. Evaluation.

## COACHING



### INTAKE

An intake at the location with the coachee and his / her manager (and possibly HR) in which the learning objectives will be drafted.



### CONTACT BY PHONE

Contact by phone in the middle of a process with the manager to discuss the progress and how the manager can support the process.



### FACE TO FACE MEETINGS

A coaching trajectory with face-to-face meetings in which the coachee is coached on his learning goals.



### FINAL EVALUATION

A final evaluation in which the result is discussed with the same people from the intake and agreements are made to maintain the behavior.

## SUCCESS FACTORS



People-oriented and individual guidance.



Clear agreements in advance and a thorough approach offer measurable results.



Practical and result-oriented, using modern methods and techniques.



Choice of experienced, academically trained coaches [psychologists].

## E-COACHING



### FLEXIBLE

You decide where and when you start working on your coaching question. It is time and place-independent.



### INTENSIVE

Mail contact at least twice a week means continuous interaction with immediately applicable feedback.



### ANONYMOUSLY

Because you don't physically meet each other, you can feel more free to express your questions and feelings.



### FINAL EVALUATION

With our approach you will quickly get to the core of your coaching question and you will focus on [behavioural] change.

## ACCELERATED BEHAVIORAL CHANGE MODEL

In an E-Coaching trajectory, our coaches use the Accelerated Behavioral Change [ABC] model. The ABC model is designed for online counseling with the aim of performing behavioral interventions that bring about accelerated behavioral changes. The model consists of the following three phases:

- **ANALYZE** – A thorough investigation of your question and desired outcomes of the process.
- **DEVELOP** – Taking steps on the basis of questions, concrete [insightful] assignments and exercises.
- **HOLD** – Anchoring what you have learned so that you can hold on to it and the result is permanent.





## EXECUTIVE SEARCH

Deen fills key positions within leading organizations [Key Positions] in growing industries [Key Markets]. We only select the best candidates who can offer something extra and can therefore make a difference in an organization [Key People]. Our approach is to 'match' 'characters' with 'drive' to companies, not work experience with vacancies. The focus on industries and functions makes our expertise teams strong. We have consultants with many years of experience who guarantee care and quality and who focus on improving the structure and results of our clients. They know what is going on in the sector.

## DEEN SOCIETY NETWORK

Top candidates do not respond to vacancies but are looking for companies that match their standards and values and offer them opportunities for growth. We find these candidates with the help of Social Media and our own Deen Society network, an exclusive group of more than 2,500 strong personalities active in the Dutch and international business community.

## UNIQUE FEATURES

-  Executive Search from 100k to 250k
-  Executive Search on "no-cure-no-pay" base
-  Executive assessment as part of the selection procedure
-  Our own Deen Society network with more than 2,500 strong personalities.

## EXECUTIVE ASSESSMENT

This assessment maps out to what extent there is a match between the motivations and the personality of the CEO to be recruited and the organization and its context.

# **DEEN SHOWS CHARACTER AND MAKES THE ‘INVISIBLE BUILDING BLOCKS’ OF SUCCESS VISIBLE**

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