

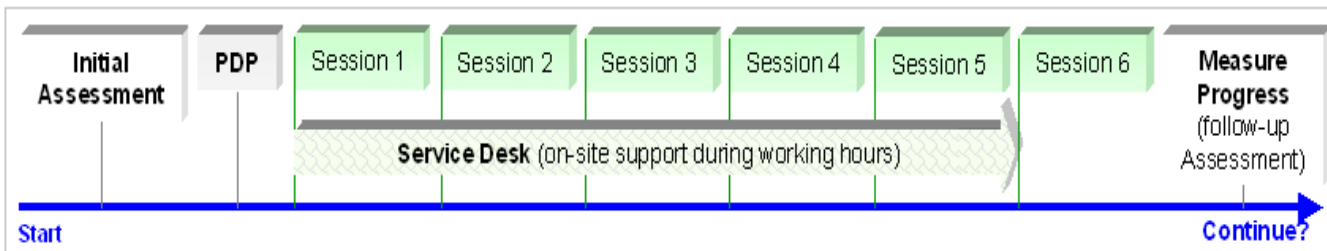
Potential-DEVELOPMENT

Swiss-ASIA Potential Development Programs are competency based and specifically designed to enable employees' un-folding and applying their "use of potential at work" effectively.

Swiss-ASIA executes employee development rather through monthly "**Coaching-Sessions**" or via **Training Work-Shops** (1-day or 2-days).

Our Work-Shops as well as Coaching-Programs are entirely "real-case" based and offer concrete and easy to apply solutions to challenges participants face at daily work.

As for the Coaching-Sessions, **Swiss-ASIA** offers a Service-Desk to constantly support participants on-site when applying the newly learned methods. Every 6 months, a follow-up assessment is executed to measure participants' progress (see graph).



Swiss-ASIA Development-Programs are designed for the following specific needs:

"I change"
"The convincing Leader"
Succession-Planning

Interview Skill-Training
InterAction
1-on-1 Executives Coaching

Some of our customers, where we executed Coaching-Sessions or Work-Shop Trainings:



Potential-ASSESSMENT

Potential-DEVELOPMENT

Work-Life BALANCE

Korea, 2009

Since our establishment 9 years ago, **Swiss-ASIA** Ltd. emerged to one of the most recognized and experienced European Assessment- and Training- companies in the Asia-Pacific region.

Swiss-ASIA methodologies are developed and permanently up-dated in close cooperation with leading Universities in Busan and Shanghai.

Therefore, our competence is in full synergy with the needs of Western companies operating in the Asia-Pacific region. All our services are applied in Korean or English.



Our Management-Team and local Specialists are certified- and constantly trained professionals. **Swiss-ASIA** therefore applies profound entrepreneurial understanding and HR-related expertise, accumulated through years of experiences across Asia.

Since 2005, **Swiss-ASIA** is the exclusive partner of **GITP** in Asia. **GITP** is Europe's most renowned Assessment- and Training- company (www.gitp.com).



For further detailed information, Sample-Reports and References, contact our main office in Seoul, or our Research & Development Center in Busan.

Contact details can be found on our homepage: www.swiss-asia.com

Potential-ASSESSMENT

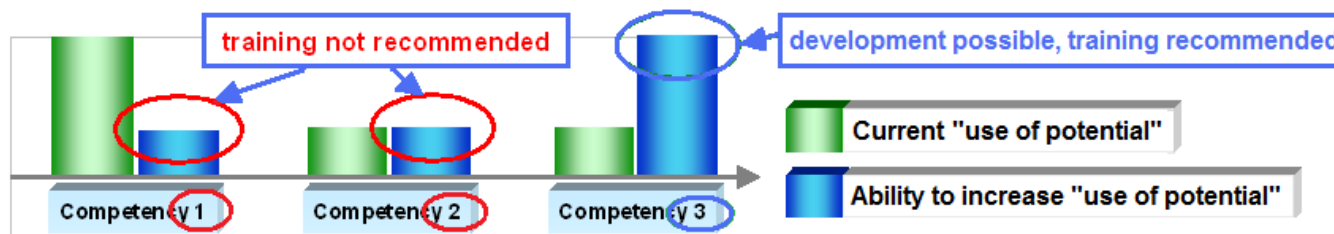
In cooperation with 2 leading universities in Busan and Shanghai, **Swiss-ASIA** Ltd. developed a very effective assessment-methodology called: **c-PA** (competency based **P**otential **A**ssessment).

c-PA is designed to evaluate employees' "use of potential at work" with focus on current- and future assignments.

Since **c-PA** is competency based, it can be applied on all job-levels. And, **c-PA** is easy to adjust to already existing internal competency-structures.

Comparing **c-PA** Individual Reports with behaviour and performance afterwards, our customers certify **c-PA** an accuracy of 95%!

Despite the detailed Individual Reports, **c-PA** offers a visual overview per competency, clearly revealing in which competencies a participant has potential to improve, and to which extend.



c-PA is designed for the following specific assessment needs:

Succession-Planning

Performance Increase

Promotion

Recruitment

Expatriates / Impatriates

Outplacement

Some of our customers, where we applied **c-PA**:

