

Key
Insight



For
Leveraging
Success

Executive Course Summary:

The Behavioral Pattern Assessment (BPA) course is an introduction to The MASY Group's proprietary techniques of using behavioral intelligence to maximize effective business practices. This professional development course provides key insight into various human behavior strategies necessary to overcome everyday professional obstacles. A few relevant applications include enhancing marketing, litigation and judicial support, Conflict Resolution Management (CRM) and leveraging success during complex negotiations. Our methods were refined after years of practical significant success through our direct support of the U.S. Intelligence Community, Armed Forces and global business community.



Target Audience:

Senior and executive management, prosecution and defense attorneys, sales representatives, business development and marketing staff, contract negotiators and human resources personnel.

Course Length:

1 to 3 days



Testimonial

“As Senior Vice President of an investment firm, I am constantly engaged in sales and negotiation activities. I was surprised by the direct impact the course had on some of my daily business interactions. Especially of interest was the social science behind staging contract negotiation and positioning.”

Rich Libretti
Senior Vice President of Investments
Joseph Stevens and Company, Inc.

Course Topics:

Introduction to BPA Applications

How to Establish Specific
Client/Target Behavior Structure

How to Identify & Manage
Various Behavior Models

Identify Deceptive Behaviors

International Cultural
Behavior Samples

Negotiation Strategies

Designed to Provide You with Effective & Immediately Applicable Tools to:

- ▶ Maximize global networking opportunities by overcoming ethnic/cultural business barriers
- ▶ Increase sales and growth margin
- ▶ Manage various employee and team dynamics
- ▶ Assist interviewing and screening of potential employees
- ▶ Effectively communicate with clients and staff
- ▶ Enhance witness and counsel preparation for legal direct and cross examination proceedings



For more information contact:

The MASY Group

6214 Old Franconia Rd., Suite B
Alexandria, VA 22310
Tel: (703) 888-8121
Fax: (202) 742-5930
inquiries@masygroup.com

