

**TESTIMONIAL BY THE BVMW OF THE VALUE OF DNLA TO THEIR MEMBERS**

BVMW (Bundesverband Mittelständische Wirtschaft - The German Association for Small and Medium-sized Businesses) is an independent organization representing the “mittelstand” companies, also known as the “Hidden Champions” who are renowned for their global success.

BVMW is represented by independent consultants, who are contracted to work with member companies of the association. These consultants may have to acquire new members, organise events about business issues, enhance public relations, encourage the networking between the companies and lobbying of politicians.

By working with GMP and their various DNLA assessments, we are able to assess all candidates suitable for their new role in BVMW; be it in the business community, as a member of a BVMW management team, or excellent networking. Previously selection was a case of luck or chance, to find the right person for a particular task.

The ability to distinguish between candidates by using their DNLA profiles has proved very successful. The combination of relevant factors, defaults with reliability and consistency of assessments builds the confidence of all concerned.

We are convinced DNLA is a world-class professional approach and therefore happy to recommend these tools and services to our members, as excellent quality and value for money. We think it is especially suitable for smaller enterprises that need to develop their employees, particularly as they cannot always have this expertise to hand. We see DNLA as a solution with flexibility to develop their staff within reasonable costs.



A handwritten signature in black ink, appearing to read 'Ulrich Köppen', with a long horizontal stroke extending to the right.

**Dr. Ulrich Köppen**  
**Director**  
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