



IDENTIFYING, DEVELOPING AND RETAINING POTENTIAL

# DEVELOPING POTENTIAL

DNLA - Discovering and Developing  
Natural Latent Abilities

DNLA is specialized in analyzing and developing potentials

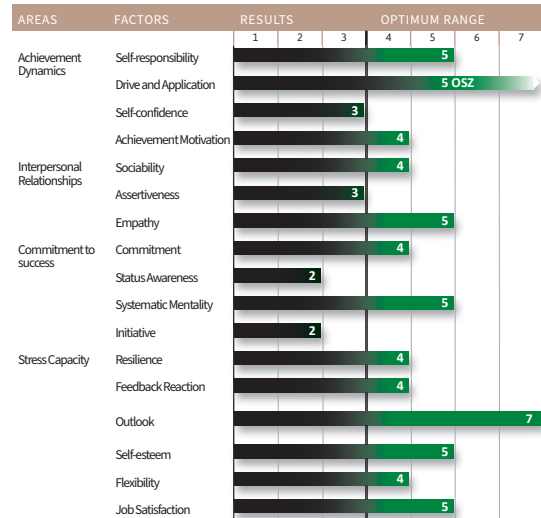
- with scientifically proven psychometric analysis tools
- for individuals and for companies of all kinds
- with a large network of experts at home and abroad
- and with analysis and development tools for all topics related to personal development and human resources management.



# DNLA - MEASUREMENT & METHOD

## Goals, Benefits & Method:

- Objective analysis & targeted development of soft skills crucial to success in the job (social skills, management and leadership skills and others).
- Benchmark with the best in the respective occupational profile, based on 100,000+ comparative data sets.
- For all levels and occupational groups.
- Easy to perform, online.
- In over 20 languages.



Damaliger Leiter Vertrieb, Rolf-Peter Koch

“Bayer Vital has applied the DNLA approach in numerous projects since many many years.”



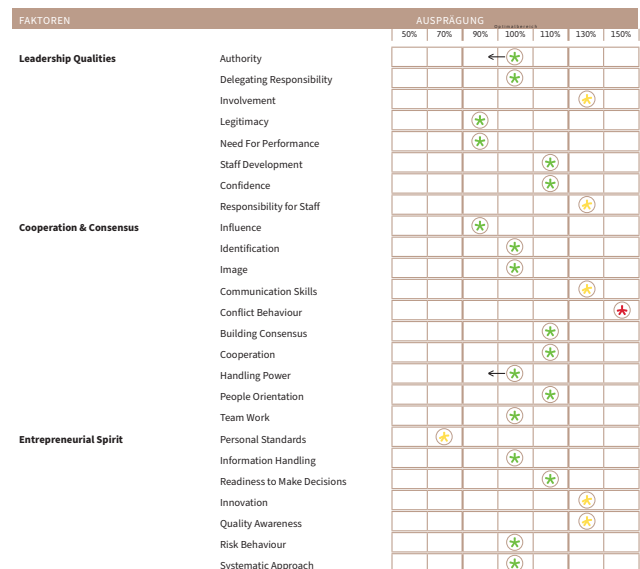
Head of HR, Kerstin Schöffner

„I was impressed how accurate and how differentiated the results are“



## Scientific basis:

- DNLA is based on basic research on occupational success factors by Prof. Jürgen J. Engelmann and Dr. Wolfgang Strasser at the Max Planck Institute for Psychology.
- Today, more than 10 different analysis instruments are available.
- The DNLA assesment and development tools are continuously scientifically reviewed, externally evaluated and further developed.
- DNLA participants have access to a large network of experts and consultants throughout Germany, abroad and inhouse in numerous companies and organizations.





# APPLICATIONS OF DNLA

## Typical Areas of Application:



Coaching, training, personnel development, management development.



Team analysis, team and organizational development.



Professional orientation, individual promotion.



Personnel selection, talent management.



Corporate health management, stress prevention, work-life balance.



Customized solutions & tools.



### HR BALANCE-SHEET

**DEVELOPING POTENTIAL.  
SUPPORTING EFFECTIVELY.  
GROWING TOGETHER.**

Activate your most valuable capital  
- the potential, that is in all of us.

No matter if you want to reach your personal goals, fulfill your dreams, or if you want to lead a company to success together with others - there are factors and skills that are decisive for success. The DNLA HR BALANCE-SHEET shows analyses and develops them.



### JOB ORIENTATION

**FIND YOUR OWN WAY**

Discovering new perspectives  
and your personal potential

Many of us are dissatisfied in their jobs or are looking for a fresh start. Many would like to make more of their abilities. An analysis of your personal potential helps you to discover strengths, to recognize where you stand and to discover new perspectives.



### LEADERSHIP DEVELOPMENT

**MANAGING SUCCESSFULLY  
& LEADING APPROPRIATELY**

DNLA helps you to improve  
leadership and collaboration

With DNLA MM - Management you measure and develop the success factors from the areas of leadership quality (leading your team), cooperation and consensus (cooperation in the management team) and entrepreneurial thinking. An indispensable supplement for managers to the DNLA SC - Social competence assessment.

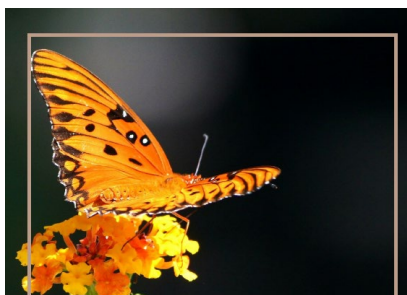


### STRESS PREVENTION & HEALTH MANAGEMENT

**YOUR HEALTH IN FOCUS**

DNLA identifies sources of stress  
at work and facilitates prevention

Stress is not uncommon in everyday working life. In order to go through professional life in a healthy way, you have to keep an eye on stress triggers and stress levels. The science-based DNLA MSS analysis tools help to get a clear overview here. And they help you to strengthen exactly these competencies that improve your resilience and the way you deal with stress.



### DEVELOPING POTENTIAL

**DEVELOPING YOUR  
POTENTIAL TO THE FULL**

DNLA - Discovering and Developing  
Natural Latent Abilities

Much potential remains unused because people are frustrated at work. Their ideas and commitment are not valued or they are mismanaged. Stress and overload do the rest. With DNLA, their inherent, latent potential and soft skills can be recognized and developed again.

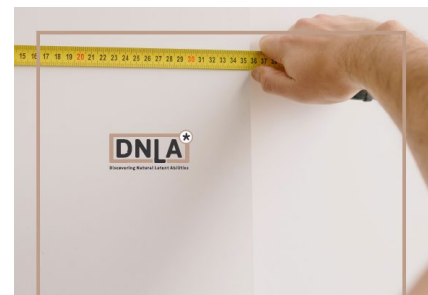


### HR SELECTION

**THE RIGHT CHOICE  
IS NO COINCIDENCE**

Identify potential and select the  
perfect employees for your company

We measure soft skills, potential that each of us needs in addition to experience, talent and professional competence to do a really good job. This potential can be made visible, redeveloped in a targeted manner and retained for the company - with DNLA!



### CUSTOM SOLUTIONS

**THE APPROPRIATE  
SOLUTION FOR EVERYONE**

Customised software developments,  
analysis solutions and designs

DNLA provides highest quality and established, validated psychometric instruments. These world-class science-based assessment and development tools (based on research at Max Planck Institute for psychology) can be adapted and developed into bespoke solutions, according to our client's specific demands and needs.



# DNLA - PRACTICAL EXAMPLES



**Schwäbisch Hall Building  
and Loan Association  
& Schwäbisch Hall Training GmbH**

- Online ACs, personnel selection
- Potential analysis & development for employees in customer service



**Sava Re  
Insurance Company**

- Employee development & management development & development of sales employees



**whatchado**

- Competence check for young people
- Vocational orientation



**University of St. Gallen**

- General Agents Program for Leaders in Insurance Companies



**Betty Barclay (fashion)**

- Management development.
- Junior management development programs.
- Assessment and development.



**Landeshauptstadt  
München**

**City of Munich**

- Management development
- Junior executive development
- Organizational development



**Volksbank Neckartal  
(mutual savings bank)**

- Team analysis and development
- Analysis and development of sales potential



**IAV (Automotive, Engineering)**

- Personnel and management development
- Personnel development of Sales staff



**Glen Dimplex**

- Personnel development
- Training
- Development of potential



**REWE (retail stores)**

- Assessment of soft skills,
- staff selection of employees and apprentices and skill development / training.



**Frankfurt School  
of Finance & Management**

- Developing Leadership Skills for Junior Managers



**Bayer Vital  
(Pharma)**

- Internal placement and new placement of employees
- Integration and development of Sales Teams.



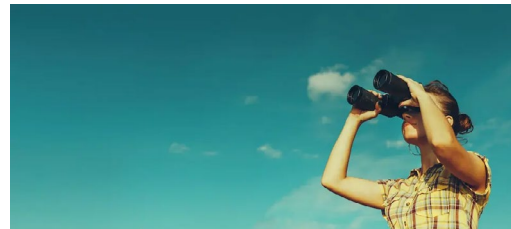
# YOU WANT TO LEARN MORE ABOUT DNLA?

## Our offer for you:

- Pilot projects with satisfaction guarantee.
- Get to know DNLA easily through free test access for various DNLA-analyses.
- Hands-on, uncomplicated, risk-free, and free of charge.
- Including individual debriefing sessions



DISCOVER THE WORLD OF DNLA!



## You need more information about DNLA?

### Let ´s get in touch:

**Markus Gaugler**  
Project Manager DNLA International  
E- Mail: [gaugler@dnla.de](mailto:gaugler@dnla.de)  
Tel.: +49 2572/800 4108



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