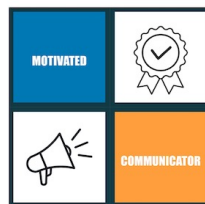
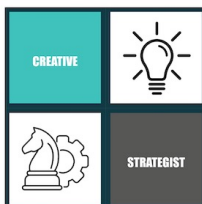
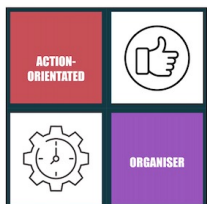


The ACES System®

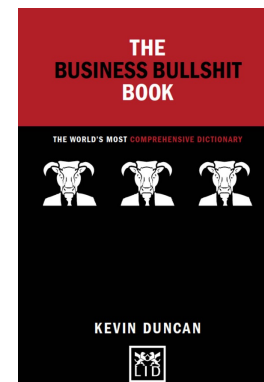
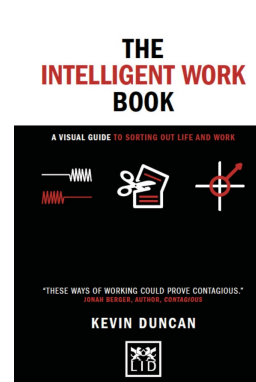
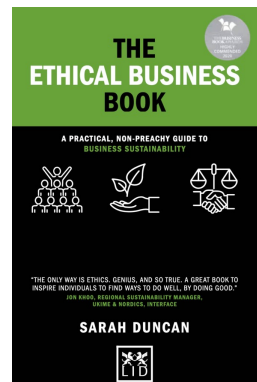
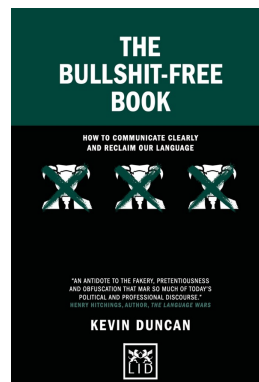
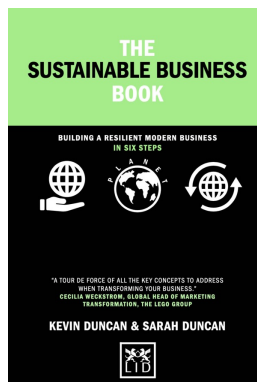
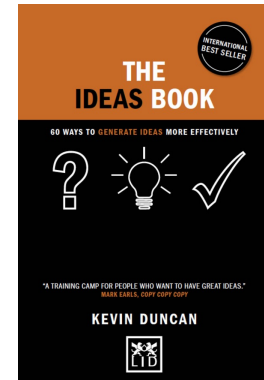
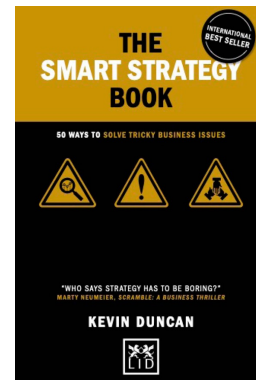
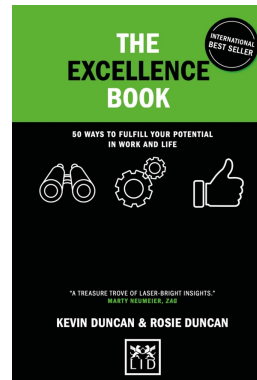
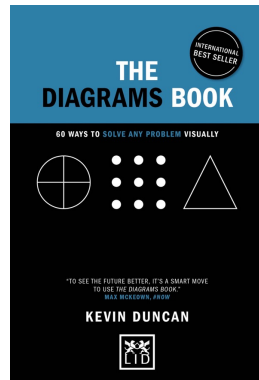
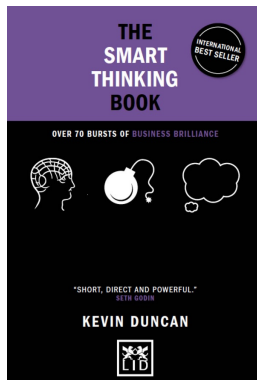
Be Your Best Business Self

5 Minute Self Assessment ➤ 56 Skills Typologies ➤ Instant Microlearning



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- The learning engine behind The ACES System® is our best-selling and award-winning Concise Advice books.
 - Over ten years they have sold over 250,000 copies and been translated into over 20 languages.
 - They represent the combined wisdom of reading 500 business books with 25 million words read and provocations condensed onto easily digestible spreads for the time-pressed modern executive.



HOW THE ACES SYSTEM® WORKS



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Training over 20,000 people has allowed us to distil skills capabilities into 8 categories.



ATTITUDE



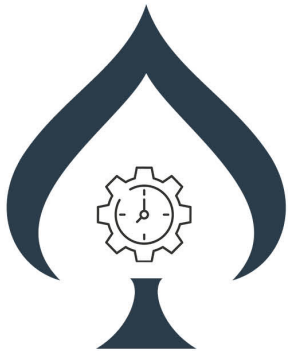
ACTION



CREATIVITY



COMMUNICATION



EFFICIENCY



EMPATHY



STRATEGY



SUSTAINABILITY

Ten carefully conceived questions on each capability generates an 80 question self-assessment, which most people can complete in an average of 7 minutes.

54 → I seek advice and learning from outside my normal peer group to broaden my perspective. *

Description (optional)

1 2 3 4 5

Strongly disagree

Strongly agree

make
people
feel
loved
today

45 → I regularly review my ways of working. *

Description (optional)

1 2 3 4 5

Strongly disagree

Strongly agree



33 → My communications avoid cliché and corporate jargon. *

Description (optional)

1 2 3 4 5

Strongly disagree

Strongly agree



There are 56 possible combinations, based on every conceivable permutation and the relationship between their primary and secondary skills.

MOTIVATED		MOTIVATED		MOTIVATED		MOTIVATED		MOTIVATED		MOTIVATED		MOTIVATED	
	INVENTOR		COMMUNICATOR		ORGANISER		LISTENER		STRATEGIST		LONG-TERMINIST		ENACTOR
ACTION-ORIENTATED		ACTION-ORIENTATED		ACTION-ORIENTATED		ACTION-ORIENTATED		ACTION-ORIENTATED		ACTION-ORIENTATED		ACTION-ORIENTATED	
	SELF-STARTER		INVENTOR		COMMUNICATOR		ORGANISER		LISTENER		STRATEGIST		LONG-TERMINIST
CREATIVE		CREATIVE		CREATIVE		CREATIVE		CREATIVE		CREATIVE		CREATIVE	
	ENACTOR		COMMUNICATOR		ORGANISER		LISTENER		STRATEGIST		LONG-TERMINIST		SELF-STARTER
PERSUASIVE		PERSUASIVE		PERSUASIVE		PERSUASIVE		PERSUASIVE		PERSUASIVE		PERSUASIVE	
	INVENTOR		ORGANISER		LISTENER		STRATEGIST		LONG-TERMINIST		SELF-STARTER		ENACTOR
PRODUCTIVE		PRODUCTIVE		PRODUCTIVE		PRODUCTIVE		PRODUCTIVE		PRODUCTIVE		PRODUCTIVE	
	COMMUNICATOR		LISTENER		STRATEGIST		LONG-TERMINIST		SELF-STARTER		ENACTOR		INVENTOR
THOUGHTFUL		THOUGHTFUL		THOUGHTFUL		THOUGHTFUL		THOUGHTFUL		THOUGHTFUL		THOUGHTFUL	
	ORGANISER		STRATEGIST		LONG-TERMINIST		SELF-STARTER		ENACTOR		INVENTOR		COMMUNICATOR
STRATEGIC		STRATEGIC		STRATEGIC		STRATEGIC		STRATEGIC		STRATEGIC		STRATEGIC	
	LISTENER		LONG-TERMINIST		SELF-STARTER		ENACTOR		INVENTOR		COMMUNICATOR		ORGANISER
RESPONSIBLE		RESPONSIBLE		RESPONSIBLE		RESPONSIBLE		RESPONSIBLE		RESPONSIBLE		STRATEGIC	
	STRATEGIST		SELF-STARTER		ENACTOR		INVENTOR		COMMUNICATOR		ORGANISER		LISTENER

Each comes with a two-word typology such as *Motivated Communicator* and a one-sentence descriptor such as: *You are naturally inclined to communicate effectively and don't need to be persuaded to do it.*

CREATIVE		CREATIVE		CREATIVE		CREATIVE		CREATIVE		CREATIVE		CREATIVE	
	ENACTOR		COMMUNICATOR		ORGANISER		LISTENER		STRATEGIST		LONG-TERMIST		SELF-STARTER

You have ideas and get on with them without needing to be asked. You are able both to come up with ideas and explain them convincingly. You are able to come up with ideas as well as understanding how to execute them efficiently. You can come with ideas and are prepared to listen to the views of others about them. You have a rare combination of being able to invent ideas and see their strategic application. You can generate ideas that solve complex and enduring problems. You are naturally good at coming up with ideas and predisposed to just get on with creative problem solving.

PERSUASIVE		PERSUASIVE		PERSUASIVE		PERSUASIVE		PERSUASIVE		PERSUASIVE		PERSUASIVE	
	INVENTOR		ORGANISER		LISTENER		STRATEGIST		LONG-TERMIST		SELF-STARTER		ENACTOR

You are adept at convincing and explaining as well as coming up with ideas. You are good at explaining what needs to be done as well as identifying how to do it in the most efficient way. You are very good at communicating but are also prepared to hear alternative views. You are good at getting people to agree that your proposed strategic approach is right. You are convincing when explaining problems that require long-lasting solutions. You can convey ideas and information effectively and are well motivated to do it. You are excellent at communicating and want to see action taken as a result.

PRODUCTIVE		PRODUCTIVE		PRODUCTIVE		PRODUCTIVE		PRODUCTIVE		PRODUCTIVE		PRODUCTIVE	
	COMMUNICATOR		LISTENER		STRATEGIST		LONG-TERMIST		SELF-STARTER		ENACTOR		INVENTOR

You get things done and then explain the results very clearly. You achieve a lot and are prepared to pay attention to alternative ways of doing things. You are good at seeing the simplest way through but in a thoughtful, strategic way rather than a tactical quick fix. You are good at identifying the simplest way to approach problems that require long-term solutions. You are adept at getting things done and enjoy having a can-do disposition. You get things done and you don't need to be chased to do them. You are a master of getting stuff done, but with creative flair.

HOW IT WORKS FOR INDIVIDUALS



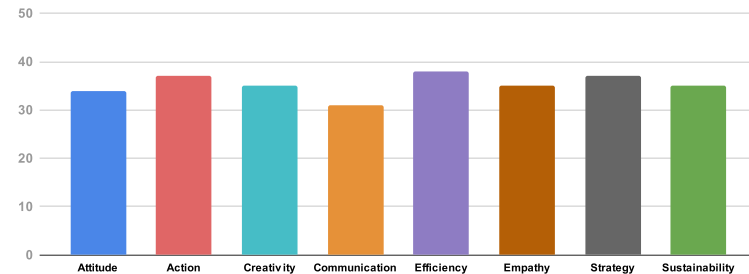
Each respondent receives a personalised report explaining their typology, showing a histogram of their skills, and a 10-page interactive pdf outlining their potential development areas and learning opportunities in every capability area.

Your answers to The Aces System® questions show your current typology as:



Strategic Organiser

You excel at looking at a wide range of options before determining the most effective way forward.



WHAT NOW?

Work through the next 8 pages that provide detail on the attributes covered in your self-assessment.

Attitude	Action	Creativity	Communication
Efficiency	Empathy	Strategy	Sustainability

YOUR BITE-SIZE LEARNING

Each section points you to bite-size improvement material enabling you to:

- **READ** a downloadable spread from one of our books (1-3 minutes)
- **LISTEN** to an audio clip (1-2 minutes)
- **ACCESS** bonus material (1-3 minutes)
- **LINK** to one-page summaries of related business books (2-3 minutes)

Total of 160 ways to improve your skills / No piece of content longer than 3 minutes
Entire learning time 8 hours / You decide pace and frequency



- This directs them to the fastest possible route to microlearning materials, all based on their own assessment of their skills.
- They can immediately choose to take self-improvement steps by accessing the vast library of material in the system.
- There are 120 fast spreads to read, 120 short audio clips, and additional suggestions for further reading material.
- Plus, ability to buy complete Concise Advice books on topics that particularly interest them.

ATTITUDE



These are your top three priority improvement areas in ATTITUDE. If you do nothing else, definitely look at these. Just click on the learning material you want: fast PDF spreads or short audio clips, or both.

	Score	Download Improvement Material (1-2 mins each)	Listen	Read
I own up when something goes wrong and then seek advice.	2	Confess And Consult	▶	PDF
I deliberately break my routine from time to time to keep things fresh.	2	Changing Your Routine	▶	PDF
I prefer acting to just talking about things.	3	You Are What You Do	▶	PDF


Here are the rest of your scores with more self-improvement material. The related reading panel bottom left takes you to one-page summaries of other books on the topic to widen your learning.

	Score	Download Improvement Material (1-2 mins each)	Listen	Read
I understand that other people may be less enthusiastic about what I am doing than I am.	3	Personal Focus	▶	PDF
I am prepared to ditch approaches that are OK, but not great, in order to improve quality.	3	Keep The Best, Bin The Rest	▶	PDF
I have long-term resilience and am able to stick with projects.	4	Establishing Endurance	▶	PDF
I am comfortable working on my own.	4	Practising Concentration	▶	PDF
I use silence and solitude for productive thinking time.	4	How To Think In Silence	▶	PDF
I can turn frightening things into opportunities.	5	Turning Fear Into Success	▶	PDF
I am prepared to put the necessary effort in to create opportunities.	5	Effort Creates Opportunity	▶	PDF

Download Related Reading (2-3 mins each)	Link
Decisive, Heath & Heath	→
Drive, Pink	→
Flow, Csikszentmihalyi	→
Leaders Eat Last, Sinek	→
The E Myth Revisited, Gerber	→



10. SIT AND BE



Blaise Pascal, the French mathematician, said: *"All of man's misery comes from his incapacity to sit alone in an empty quiet room."*

We are useless at doing nothing, but, when we rush into things, we usually cause trouble for ourselves, and for others.

In his book *An Optimist's Book of the Future*, Mark Stevenson relates a story told by Tim Langley, director of thermal manufacturer CarbonScope.

An elderly German businessman and his wife hired Tim and his boat to go looking for dolphins.

There were none to be found, but they kept pushing Tim to keep looking.

Eventually after two hours, Tim asked: "Do you want to continue looking, or do you just want to sit and be?"

Such an idea had never occurred to the German.

In order to determine a decent attitude, we need to pause and think properly.

Sometimes we just need to sit and be.

ASK YOURSELF

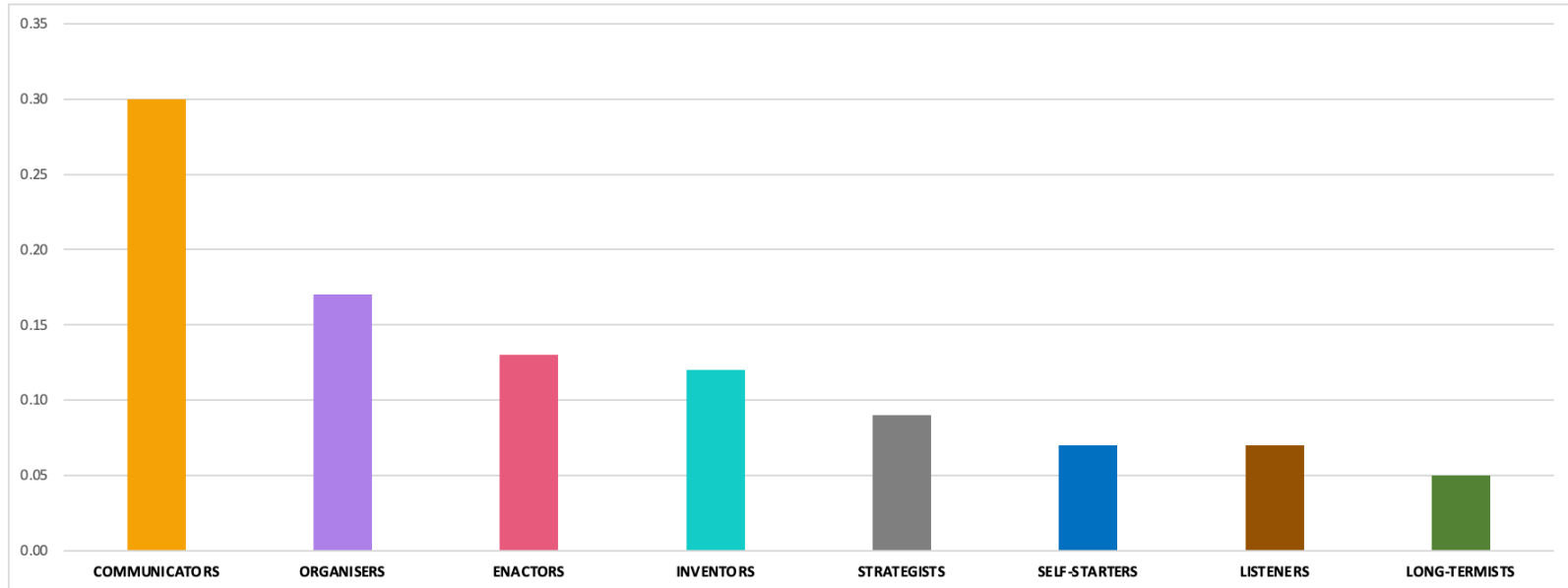
What time can you block out to just sit, be, and recharge?



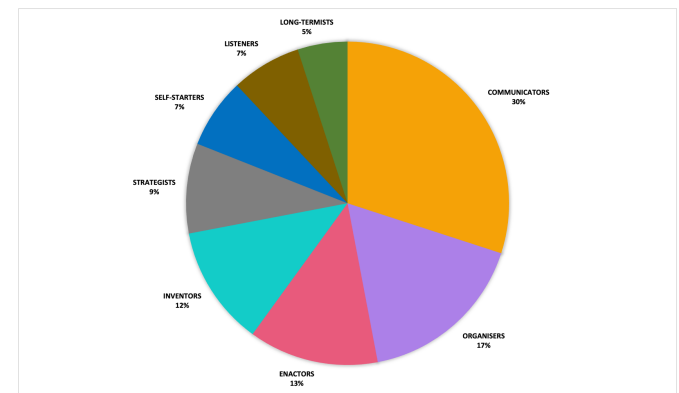
HOW IT WORKS FOR COMPANIES



- Once a group of people have completed the self-audit, the company can opt to receive a company report including an overview of all the skills present in the company, department or management team.
 - This immediately allows leaders to see whether the skills balance is appropriate for their business.
- This in turn will inform who is in the right or wrong roles, who needs skills development in specific areas, and where hiring is needed to improve company capability overall.



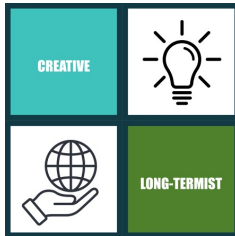
- The data can be expressed in a variety of ways. Pie charts give an immediate impression. Histograms can be expressed in percentages or absolute numbers.
- This enables managers to use quantitative precision to assess the skills base rather than anecdotal guesswork.



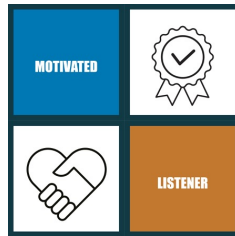
The overview provides a visual guide to the balance in the company.



Name
Job Title



Name
Job Title



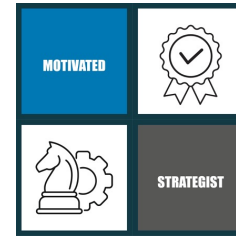
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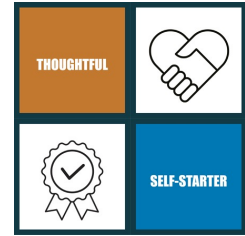
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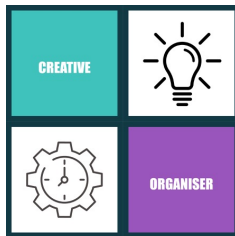
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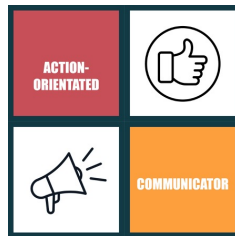
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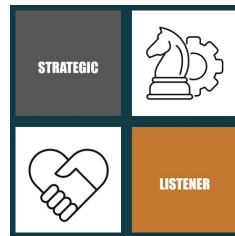
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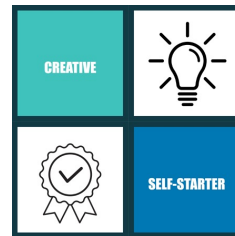
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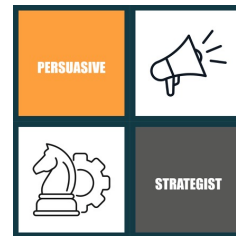
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Name
Job Title



Name
Job Title



Name
Job Title

Placing each individual in the relevant box that the system states is their primary skill immediately reveals if the company (or senior team) is over equipped in certain areas, or completely lacking in others.

ATTITUDE

ACTION

CREATIVITY

Colin Scarcrow

COMMUNICATION

Bob Lloyd
David Hill
Mary Poppins
Claire Willis
Benny Dawes

EFFICIENCY

Tan Lee Lee
James DiRenzo
Hitesh Patel

EMPATHY

Ally Chow

STRATEGY

Steve Newbold
Gaz Green
Sally Metcalf

SUSTAINABILITY

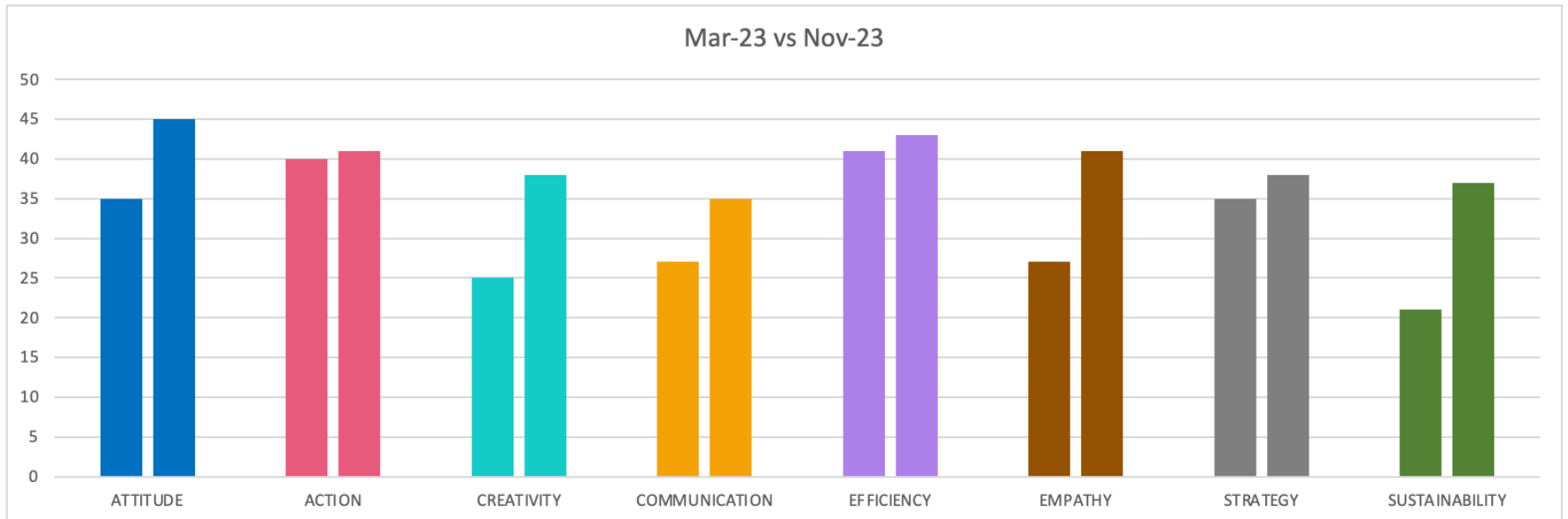
Repeating this process to add secondary skills adds texture and shows where colleagues can complement or support each other.

ATTITUDE		ACTION	Hitesh Patel Mary Poppins	CREATIVITY	Colin Scarcrow Claire Willis Steve Newbold	COMMUNICATION	Bob Lloyd David Hill Mary Poppins Claire Willis Benny Dawes Colin Scarcrow Sally Metcalf
EFFICIENCY	Tan Lee Lee James DiRenzo Hitesh Patel David Hill	EMPATHY	Ally Chow Tan Lee Lee James DiRenzo Gaz Green	STRATEGY	Steve Newbold Gaz Green Sally Metcalf Bob Lloyd	SUSTAINABILITY	Ally Chow

- The full Profile Analysis Grid reveals all in stark relief.
- Suddenly we can see where there is too much, too little, or none of the skills needed to constitute a well-balanced and correctly-skilled group.

		HIGHEST SCORE (PRIMARY)								
		ATTITUDE Self-starter	ACTION Doer	CREATIVITY Inventor	COMMUNICATION Communicator	EFFICIENCY Organiser	EMPATHY Listener	STRATEGY Strategist	SUSTAINABILITY Long-Termist	
SECOND HIGHEST SCORE (SECONDARY)	ATTITUDE Motivated		Motivated ENACTORS	Motivated INVENTORS	Motivated COMMUNICATORS	Motivated ORGANISERS	Motivated LISTENERS	Motivated STRATEGISTS	Motivated LONG-TERMISTS	0
	ACTION Action-orientated	Action-orientated SELF-STARTERS		Action-orientated INVENTORS	Action-orientated COMMUNICATORS	Action-orientated ORGANISERS	Action-orientated LISTENERS	Action-orientated STRATEGISTS	Action-orientated. LONG-TERMISTS	0
	CREATIVITY Creative	Creative SELF-STARTERS	Creative ENACTORS		Creative COMMUNICATORS Sue Steel	Creative ORGANISERS	Creative LISTENERS	Creative STRATEGISTS	Creative LONG-TERMISTS	1
	COMMUNICATION Persuasive	Persuasive SELF-STARTERS	Persuasive ENACTORS	Persuasive INVENTORS Steve Goldstone Peter Newbold		Persuasive ORGANISERS	Persuasive LISTENERS Doug Taralli Ally Chow Lucy Beale	Persuasive STRATEGISTS	Persuasive LONG-TERMISTS	5
	EFFICIENCY Productive	Productive SELF-STARTERS	Productive ENACTORS	Productive INVENTORS	Productive COMMUNICATORS Dave Robbins Amanda Grant		Productive LISTENERS	Productive STRATEGISTS	Productive LONG-TERMISTS	2
	EMPATHY Thoughtful	Thoughtful SELF-STARTERS	Thoughtful ENACTORS	Thoughtful INVENTORS	Thoughtful COMMUNICATORS Siobhan Allen	Thoughtful ORGANISERS		Thoughtful STRATEGISTS	Thoughtful LONG-TERMISTS	1
	STRATEGY Strategic	Strategic SELF-STARTERS	Strategic ENACTORS	Strategic INVENTORS	Strategic COMMUNICATORS Tracey Killick	Strategic ORGANISERS James DiRenzo	Strategic LISTENERS		Strategic LONG-TERMISTS	2
	SUSTAINABILITY Responsible	Responsible SELF-STARTERS	Responsible ENACTORS	Responsible INVENTORS	Responsible COMMUNICATORS	Responsible ORGANISERS Tan Lee	Responsible LISTENERS	Responsible STRATEGISTS		1
		0	0	2	5	2	3	0	0	

This can also be tracked over time by repeating the exercise every 3, 6 or 12 months to see what progress has been made.

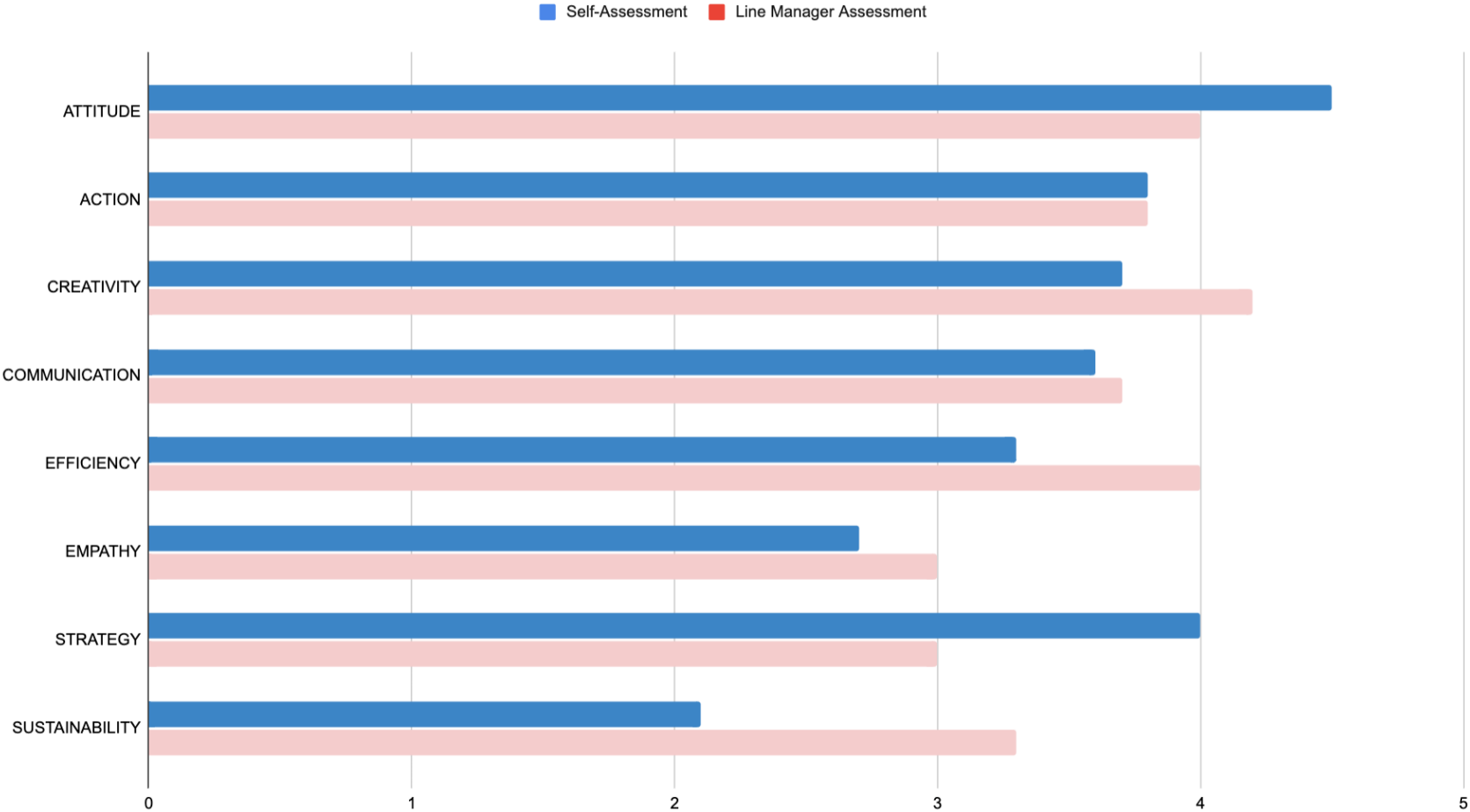


HOW IT CAN TRANSFORM APPRAISALS



For appraisals, both the individual and their line manager can complete the assessment - providing a quantitative basis for discussion.

Self-Assessment vs Line Manager Assessment



EXAMPLES

1. There are x number of attributes on which the assessor and the individual have created similar scores – they are in agreement.
2. There are y number of attributes where there is significant divergence – let's discuss.
3. Where the individual has 'overscored' an attribute, the assessor should explain the difference and the reasons why the company feels they need to improve.
4. Where the individual has 'underscored' an attribute, the assessor can explain why others see them as having good skills in that area, thereby boosting confidence.

BENEFITS

The primary benefit of this is that, at last, the vagueness of line manager appraisals based on loose anecdotal comment is revolutionised.

Instead, it is replaced with a quantitative framework in which both parties have had a fair say, and now have tangible skills areas to discuss.

Even better, instead of general action points which are frequently not followed up, the discussion can be followed by the directed learning that the system provides automatically and immediately.

The enthusiastic individual does not need to wait for any subsequent line manager action. They simply get on with their self-improvement work at their own speed.

SUMMARY OF BENEFITS





Use of the Aces System® will improve the business performance of any company.

It is clear and intuitive, enabling you to assess an entire company, a department, a senior management team, or specific individuals using an unbiased framework.

It shows you all the capabilities in your team, complete with unnecessary overlaps and/or significant skills gaps.

This analysis will inform who is in the right or wrong roles, who needs skills development in specific areas, and where hiring is needed to improve company capability overall.

The in-built training platform enables individuals to get on with their self-improvement at speed.

Should it be discovered that significant quantities of executives require the same type of training, then larger scale training initiatives can be put in place.

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CREATE. EDUCATE. DONATE.

