



## TALENTUM Ignites people and teams' potential

### TALENTUM TQ

Is an accurate Human Potential Assessment and Development System with different tools, designed to identify individuals, teams and organizations "uniqueness and potential".

Integrates 29 variables that determine human behavior (values-priorities and decision styles, alert styles, neuro-styles, career projection, emotional types and stress levels).

Through a comprehensive and easy survey, TQ identifies individual's core working variables to focus on behaviors and techniques to ignite individual potential (roles, careers, leadership, career path, team work, team's conflicts, management of stress, among others)

- TQ Provides 10 types of executive feedbacks, personal feedbacks, team feedbacks, by skills and competencies. They are based on extensive and continuous research in each of all of 29 dimensions.
- Produces quantitative measures and graphics of potential and competencies. Useful to build talent Pool, Career and Development plans, Consulting and Coaching.
- Strives to provide a development assessment in areas that can be affecting performance and career development.
- Organizational Valuation: TQ is the foundation to develop TIKV Intellectual Capital Valuation Aligned with Business Purpose and Needs

### AND

- Enables individuals and teams to pinpoint strengths and weaknesses to embrace a whole new perspective of their "self-knowledge"; widens traditional mental models and beliefs to expand their performance and professional possibilities.
- Encourages a mutual understanding of people and team's potential to support a process within the organization, crucial for building a strong culture "focused on people's potential".
- Improves performance reviews. Leaders will have new perspectives and tools to improve competencies and results.
- TQ is flexible and adaptable. Based on the specific needs of the organization, it allows leaders to obtain an accurate view of the key factors required in each of the main areas, roles, and positions.

### Talentum Value Proposition

TALENTUM provides an integral broad view of human complexity, making it a powerful and comprehensive system for Identifying Individual and Team Potential based on facts and behaviors.

TALENTUM CERTIFICATION, certificates will be granted upon successful completion of the program and practices required per level of training. Individuals and organizations applying for TQ certification will receive training workbooks and information package containing all support materials.

TALENTUM TQ has been adapted to different cultures and is available in 3 languages. TALENTUM TQ addresses common issues and universal challenges that professionals from various industries and countries face on a daily basis.

TALENTUM TQ tracks changes in potential, competencies and observable behaviors of teams and individuals

### Talentum TQ benefits

Complete, accurate and objective. Evaluates individual's and team's potential, skills and competencies in 29 key areas.

10 types of comprehensive and easy to use reports for individuals and teams. Expanding possibilities for organizations, teams, individuals, consultants, leaders and coaches among others.

Neuroscience and values-based Interpretation that emerges from our effective surveys, with extensive casuistic.

Talentum surveys and systems measure individual's natural strengths and areas of improvement, making it simple to pinpoint POTENTIAL areas that are easier, healthier and "agile" for their development.

EASY-TO-READ e-books, workbooks and workshops on: strategies for managers, stress management, career development, job description, team-work, self-development, career planning.

Focused on Human Behaviors and Results that directly affect individuals use of neuroplasticity and health.

#### Effective and result-oriented.

TQ focuses on skills and competencies key areas, that are healthy for the whole organization at boosting for results.

TQ has been widely accepted as an Individual and Team Potential evaluation and as a training tool across various industries and cultures.

TQ is based on, and supported by, three decades of extensive continuous research.

### CHALLENGES AND SERVICES



Talentum TQ Enables Client's Companies:

- Mapping individual and team potential, competencies and behaviors.
- Tracking development results of Individuals and teams on their careers
- Analyze and produce training and development needs, based on identifying gaps between individual's potential and job descriptions.
- Facilitates handcrafted coaching to individuals and teams based on their potential level and the gap with the essentials skills and competencies demanded by the job position.
- Improves a culture of constructive communication between management, teams, and individuals based on objective evaluations.
- Develops consensus within the organization about competencies, goals, and steps to be taken in order to achieve individual and team objectives.
- Focus on Potential and observable performance that can improve or optimize the existing skills and competencies.
- New paradigm: know each individual's potential, then allow them to use it at work. Instead of the old fashion paradigm that established that each individual at work and at school should improve their weak behaviors based on performance. Forgetting that individual's potential is the main source of "healthy and long lasting performance".

WAPP: +5411-5515-8080

Email us to: [ad.talentum@adalentum.com](mailto:ad.talentum@adalentum.com)



*Maximum efficiency of management tools system.  
Development of human talent and organizational potential.*



CONTINUOUSLY ADDING VALUE TO OUR CLIENTS:

## BUSINESS CASE BAPRO

Objectives accomplished requested by the President of the “Bapro” BANK and the Board of Directors:

- Cultural change migrates to a culture towards:
- . A Whole Customer Service
- . Career development by potential
- . Development of Human Resources by career plans and potential
- . Job positions design, career plans to align with potential and gaps
- . Job position and the person aligned with the purposes and organizational aims

Mission, vision, values and competencies of the bank reviewed in order to find high potential people talent pool and next steps

### Business Case Numbers

#### 12,000 EMPLOYEES 3,500 SURVEYED

30 areas and business units’ mission vision and key competencies reviewed by Talentum® with Talentum® dictionary

110 definitions of working positions with Talentum

10 Talentum experts team trained inside bank

40 career path TQ

400 people with career development work shops in 13 regional centers

900 hours coaching competencies

30 key leader’s meetings

7 workshops with 16 areas to develop job descriptions:

3350 TQ Talentum quest analyzed and defined and feedback.

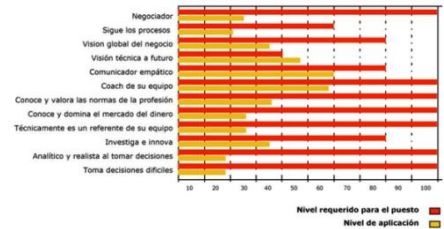
1300 interviews.

60 days of surveys and workshops.

50 days for data analysis, recommendations, conclusions, next steps.

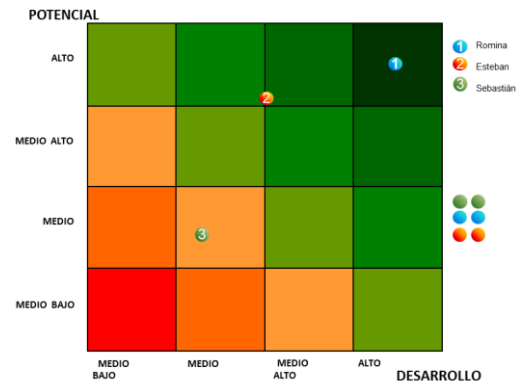
30 key teams potential mapping.

#### VALUES AND NEURO COMPETENCIES INDIVIDUAL “GAP” MAP

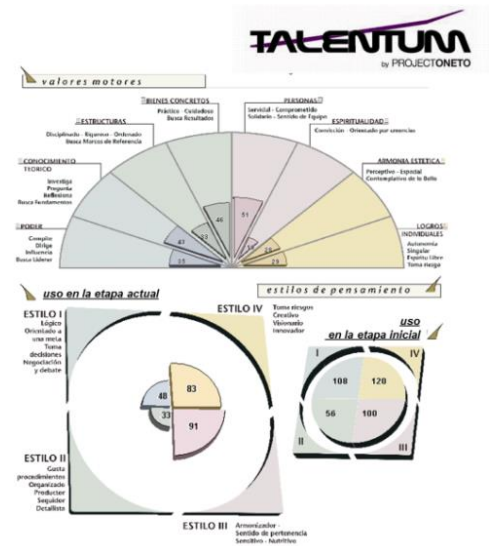


Competencias a las que aplica ampliamente : 16.67  
Competencias que debería desarrollar para el desempeño efectivo en el puesto : 41.67  
Competencias a las que aplica en menor grado : 42.00

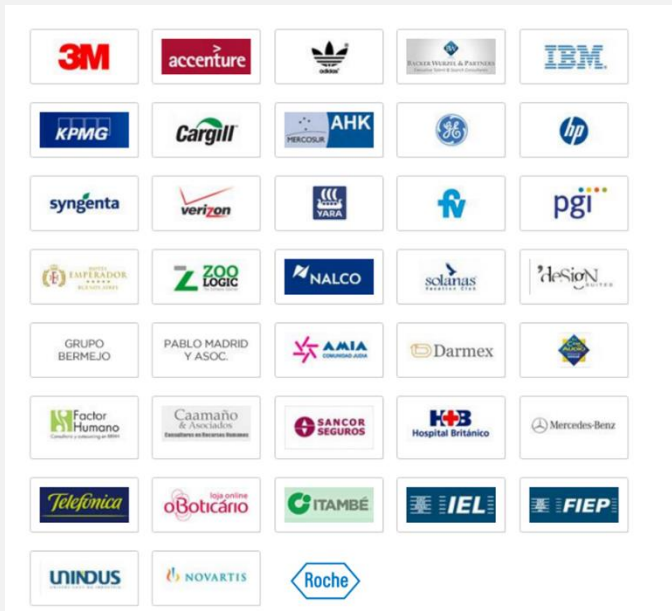
#### POTENTIAL TALENTS MAP



#### INDIVIDUAL POTENTIAL TALENTS MAP



#### THEY TRUST IN OUR SOLUTIONS



- ✓ Presence in 12 countries
- ✓ 52 certified experts

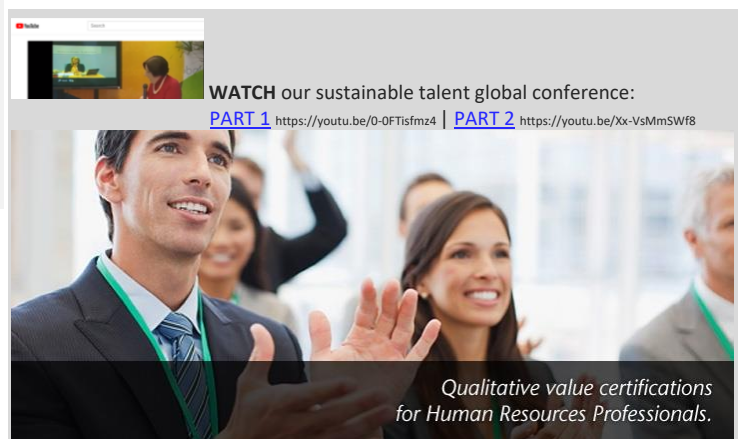
- ✓ More than 22.000 profiles in the last 20 years
- ✓ Reports in Spanish, English and Portuguese



TALENTUM NETWORK

WATCH our sustainable talent global conference:

PART 1 <https://youtu.be/0-0FTsfm24> | PART 2 <https://youtu.be/Xx-VsMmSWf8>



Qualitative value certifications  
for Human Resources Professionals.



## TALENTUM CORPORATE TEAM EXPERTS AND FACILITATORS

### **Cristina Oneto – Talentum TQ CEO FOUNDER AND IDEATOR:**

Cris is Talentum CEO, Founder, Researcher and “Ideator”. She is and industry pioneer in the practice of assessments based in Neuroscience and Values in order to identify individuals’ and teams’ potential at work and in general life too. She is always looking for health and happiness at work and sustainable careers, since 1990. Inspired by PHD. Ignacio Brusco y PHD Daniel Cardinali and Psi Mariela Licitra well known world investigators and experts in Neuroscience.

She also developed in 2K “TIKV- Talentum Intellectual Capital Value” to show the monetary value of the people within the organizations and though enrich the completeness of the financial statements. MBA in HR Business, Master Executive Coach. MBA and Business Schools Faculty since 2000 at IAE, USAL, UCA, EAN. <https://www.linkedin.com/in/crisoneto/>

### **Esteban Negroni – Talentum CMO**

Esteban is Psychiatrist, Researcher and Executive Coach ICF. Talentum Chief Medical Officer and Master Coach and Consultant. Expert in Leadership and Faculty at Center for Creative Leadership and IAE Business School since 2000. <https://www.linkedin.com/in/estebanegroni/>

### **Sol Echeverría – Talentum Central America Manager**

Sol is Talentum Master Coach expert in Developing People Talented Business. She is INCAE MBA and Psychologist. Entrepreneur and Factor Humano Founder and CEO. She is always looking for sustainability in Human Capital Development. Faculty at LEAD university. <https://www.linkedin.com/in/solecheverria/>

### **Juanita de Francisco – Talentum Colombia Country Manager**

Juanita is Textile engineer, senior coach Newfield Consulting. She is Talentum Master Coach. She has over 30 years’ experience in HR and communication in the hotel and petroleum industries. <https://www.linkedin.com/in/juanita-de-francisco-b2465424/>

### **Sandra Martin – Talentum TQ CIO**

Sandra is Talentum Leadership Development Manager and CIO (Chief Innovation Officer). Executive Coach specialized in Leadership and Teams, with a degree in Marketing and Sales. Professor in ICP Coaching School since 2015. ICF Active member. <https://www.linkedin.com/in/sandramartin-coach/>

### **Néstor Sibaja – Talentum TQ CAO**

Néstor is CEO and Founder of CoCreaBiz. Innovator and Corporate Culture Coach Consultant. Talentum CAO Expert Ambassador and Inspirer. Newfield Master Coach. Innovative Respected Business and Marketing Professor. <https://www.linkedin.com/in/nelson-sibaja/>

### **Mariela Licitra – Talentum TQ CPO**

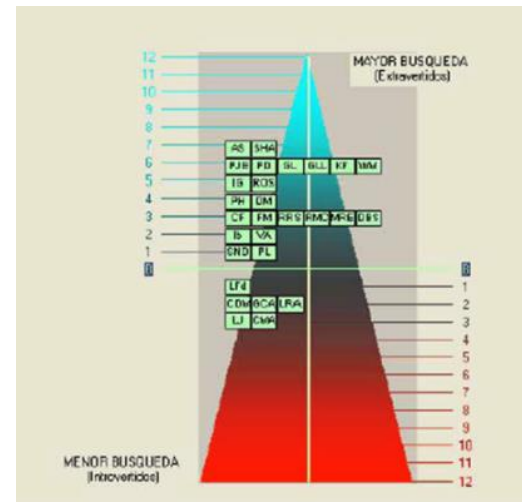
Mariela is our Chief Psychology Officer. She is Neuro-psychologist specialized in phobias and stress, teacher and director of under graduate programs in the specialty at ANA. Vice-president of the annual conference of Neuropsychology ANA. Talentum assessor and sponsor in Medical conferences and expert’s associations. <https://www.linkedin.com/in/mariela-licitra-09457514/>

### **Marta Aranzasti – Talentum TQ COO**

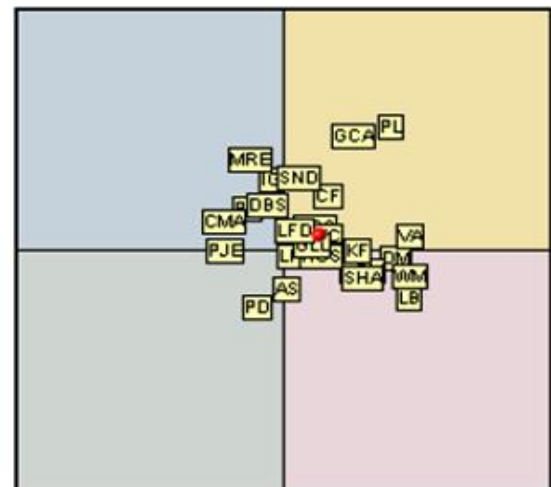
Marta is is our Talentum COO Chief Operations Officer, making everything possible. She is Psico-pedagogist and Talentum Master Consulting International Partner. Future Coach of Talentum. <https://www.linkedin.com/in/marta-aranzasti-010a4754/>

[www.talentum.us](http://www.talentum.us)

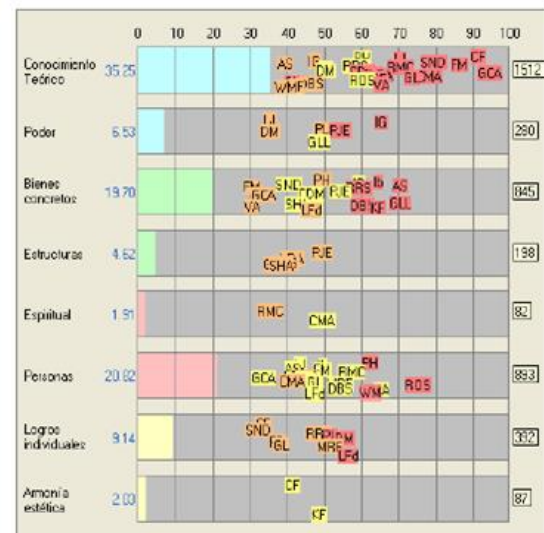
ALERT TEAM MAP



NEURO TEAM MAP



VALUES TEAM MAP



WAPP: +5411-5515-8080

Email us to: [ad.talentum@adalentum.com](mailto:ad.talentum@adalentum.com)

We are committed with confidentiality. It is our Professional Aim!