



Aligning
people
and
processes
with
strategy

- Capabilities
- Clients
- Profiles

PSYBASE NETWORK INC.

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⊙ Capabilities

Capabilities

○ Clients

Psybase Network Inc. aligns people and processes with strategy to foster and sustain measurable performance improvement at the individual, team, and organization level. Our focus is people, particularly in the context of change: we work with the executive team to ensure that it is able to lead the change; we design the change plan and change programs to implement it; we align the systems, policies and procedures so that they support the change; and we provide communication support, and measure the progress of the change.

○ Profiles

No matter the change catalyst—new strategy, merger or acquisition, leadership transition—Psybase Network Inc. provides assistance in three key result areas...

Central to Psybase Network's consulting approach is an emphasis on the behavioral sciences and their application to organization effectiveness. The scope of practice includes the following:

⊙ *Developing shared goals and sound strategies:*

- Strategy development process for management teams
- Strategy implementation consulting
- Integration of mergers and acquisitions
- Linking shared service strategies, structures and processes to business strategies

⊙ *Building understanding of and commitment to the strategies throughout the organization:*

- Strategy communication to ensure buy-in
- Enhancing teamwork and cross-functional communication
- Developing strategic leaders at all levels
- Change management and cultural renewal

⊙ *Developing people with the skills and competencies that are required for success:*

- Design and delivery of customized training programs
- Assessment centers, 360° assessment and feedback
- Leadership and management development
- Employee surveys
- Competency modeling
- Large-scale management simulations and search conferences
- Executive and managerial coaching
- Performance management systems
- Strategies for hiring, assimilating, and retaining key people
- Strategies for redeployment and career transition

⊙
Psychology
(Clinical,
Counselling, and
Industrial/
Organizational)

⊙
Organization
Development

⊙
Adult Education
and Instructional
Design

⊙
Research
Methodology and
Statistical Analysis

○ Capabilities

● Clients

○ Profiles

Clients

Psybase Network's clients are a reflection of our credentials and capabilities. We believe that the growth of the organization is a direct outcome of doing the right things for clients. The spirit of partnership is forged through competence, collaboration and confidentiality.

Sample engagements illustrating our commitment to client results...

● **Merger of two pharmaceutical companies:**

Consulted on the Canadian integration of two multi-national pharmaceutical companies. Deliverables included...

- Transition team facilitation
- Executive team alignment
- Organization and key job design
- Talent screening and selection
- Change workshops and organization sensing

Measure of success: cited as the standard for worldwide integration in the global merger.

● **Selection system for a global securities firm:**

Developed a validated selection system for high performing financial advisors. Deliverables included...

- Comprehensive future-oriented profile for financial advisors
- Behavioral indicators
- Selection tools—cognitive ability, biodata, personality and aptitudes, competencies
- Interview protocols
- Validation system
- Analysis of attrition and retention profiles

Measure of success: produced ROI (fully loaded) of over \$20 Million US in less than three years.

"We will not work a 'political' agenda as consultants. We will not accept assignments unless there is clear potential for producing meaningful outcomes. We will not support change efforts without the full support and commitment of the top team."

—Psybase Network Inc.

The founding principal, Dr. Lorne Hartman, has partnered with a broad range of world class client organizations including:

- Accenture
- Citadel Assurance
- CGU Group Canada
- Campbell Soup Company
- Coca-Cola/Minute Maid
- GlaxoSmithKline
- IBM
- ING Canada
- Manulife Financial
- Meridian Technology
- Prudential Insurance
- Prudential Securities
- SunLife Financial
- Thomas Cook Limited/Travelex
- Xerox Corp.

○ Capabilities

Profiles

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● Profiles

Dr. Lorne Hartman has been a researcher and practitioner in the arena of organization effectiveness for over 24 years. He has a demonstrated track record in developing and stewarding long-term client relationships that add value to the enterprise and the individuals involved. Dr. Hartman applies his consulting and scientific credentials to developing practical solutions that work while driving real and sustained behavior change.

Dr. Hartman has a Ph.D. in Clinical Psychology from McGill University (1977). A frequent speaker and facilitator, he has published extensively in scientific, business and professional journals and books, including:

- **Egos At Work: Personality, Leadership, and Organizational Culture**
for publication in Training & Development (2001)
- **The Strategic Leader: Group Process in Executive Leadership Teams**
published in Strategy & Leadership (2000)
- **A Psychological Analysis of Leadership Effectiveness**
published in Strategy & Leadership (1999)
- **Change Management In Mergers and Acquisitions**
published in PeopleTalk (1996)
- **Operationalizing Empowerment**
published in Self-Managed Work Teams (1992)
- **Closing the Gap: How to Define, Identify, and Develop Hybrid Managers**
published in People & Information (1992)
- **Psychological Factors and Health-Related Behavior Change**
published in Canadian Family Physician (1988)
- **Perception of Self in Emotional Disorder and Psychotherapy**
published by Plenum Press (1986)

“Recognition of the importance of leadership in effecting successful strategic change in organizations has grown considerably in recent years. Whereas there is still some question on whether leadership can be developed through planned intervention (i.e., training), particularly in the short-term, the results of the current study provide rare evidence that interpersonal warmth might be the key attribute to focus on in development efforts to enhance leadership effectiveness.”

—Dr. Lorne Hartman

A Psychological Analysis of Leadership Effectiveness published in Strategy & Leadership (1999)