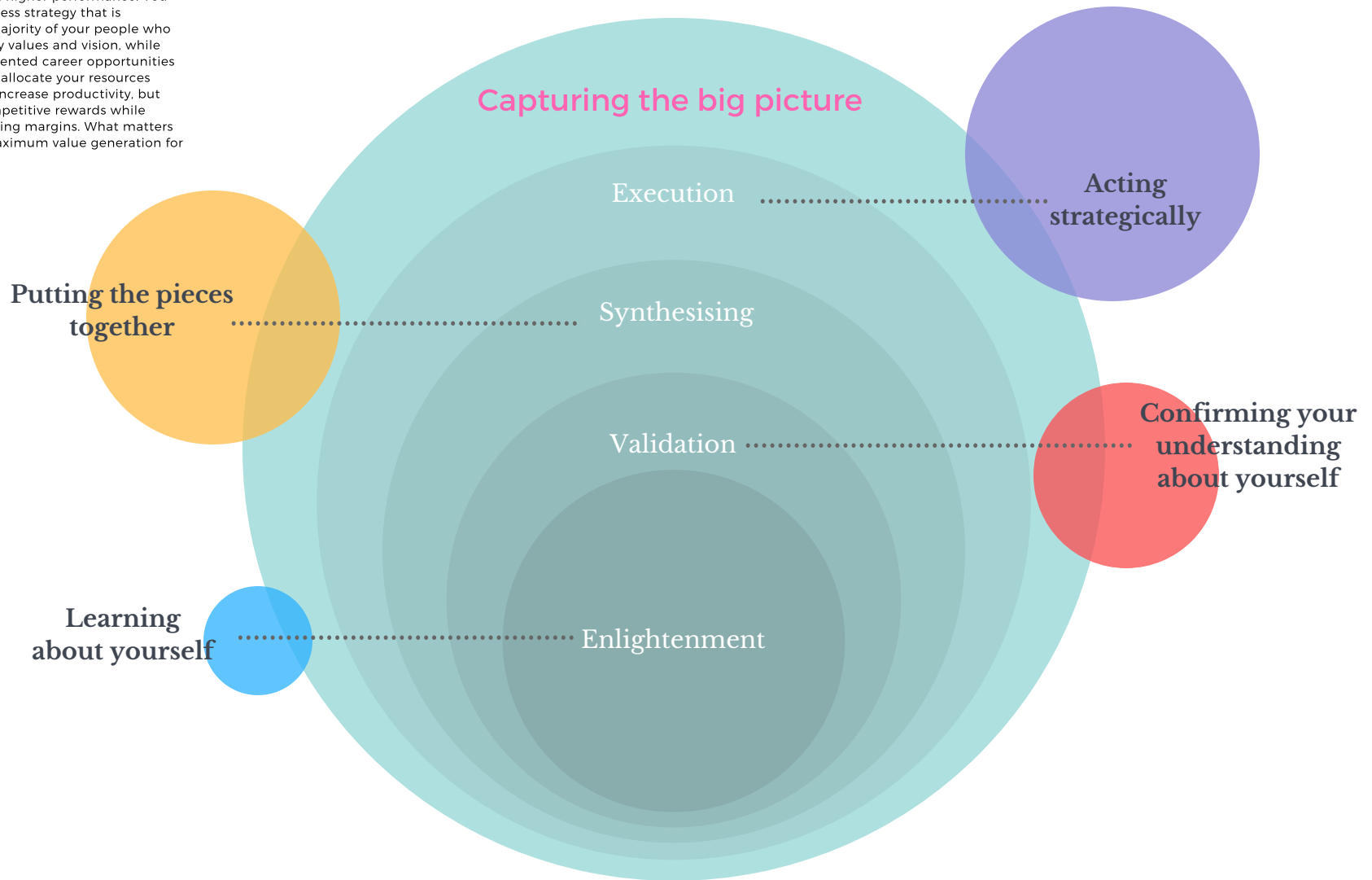


**WE HELP YOU TO BETTER ALIGN
YOUR BUSINESS STRATEGY AND PEOPLE
SO THAT YOU CAN OUTPERFORM**

The percentage of alignment between your strategy and your people defines performance levels. By pairing a deeper understanding of employees' authentic aspirations with your business strategy, you will have a greater chance of achieving higher performance. You will execute a business strategy that is supported by the majority of your people who truly share company values and vision, while providing unprecedented career opportunities for all. You not only allocate your resources more efficiently to increase productivity, but also offer more competitive rewards while significantly increasing margins. What matters in the end is the maximum value generation for all stakeholders.

sparkChief Progress Model



sparkChief™ Progress Model is a unique barometer that enables employees to assess their personal development with great accuracy at any given time while allowing employers to assess organisational gaps. It facilitates a gap analysis in terms of your business strategy versus people alignment.

The sparkChief™ Progress Model is based on four key dimensions and fourteen factors. Learn more at www.sparkchief.com

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