



**Brain Dynamics Global**

No: 7, Jalan 16/3

**"Nurturing Nature's Human Potential"**

46350 Petaling Jaya

Selangor, Malaysia

## **Competency Potential Assessment (CPA)**

Assesses the degree of potential for a range of job competencies, including Attitudes, Skills and Know-how (ASK). Some of which need to be developed to a high degree, before we can perform with a competitive advantage, The competencies are well researched as essential for success in life in general and for specific professions.

We also customize for specific professions or organizational functions, such as customer service, sales and leadership.

**Your Investment  
RM 45 per person**

**Contact Us:  
603-7957-1130**

### **Features of the CPA:**

Helps in identifying the most relevant competencies for each job

Provides an option for either individuals or leaders to assess their competence development needs

Allows for assessment of fifty competencies that have been researched as important for success

Validated in Asia by nearly 2000 leaders and professionals in a study by members of the Asian Association of Management Organizations (AAMO)

Designed to help ratees assess the degree of strength or weakness on over 50 competencies

Comprises a range of employee competencies divided into knowledge, skills or attitudes

Includes a model that shows competencies in a hierarchy of levels, from those basic essential competencies to the highest levels of attainment

Can be used as a 360° assessment

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