



PROCESS

TIME

RELATIONSHIP

INTUITION

PrioSys®

Moving Business *Forward*

“Priosys assessed what is most important to an individual in their communication style and how their style may impact others. Many employees learned how to address cultural issues different from their own and how to work better with others who they may have not worked so well with in the past. It was a huge success.”

Dolores Calicchio
Chief People Officer
Bayada Nurses

COMMUNICATION MATTERS

How many times have you heard, or said yourself, “It all comes down to communication”? In the fast-paced, hyper-competitive world of business, most things that go wrong can still be correctly attributed to miscommunications between people. Sophisticated technology and global expansion have only exacerbated the problem. The need to move faster and get more done in less time increases the likelihood that misunderstandings will result – sometimes over small tasks, other times over big projects, and, all too frequently over large-scale initiatives and the organization’s fundamental objectives.

A SKILL, NOT AN ART

Effective communication is not a nebulous nice-to-have when you are lucky enough to have the right people working together. Effective communication is an essential, achievable skill for all employees in organizations that want to operate efficiently and prosper, particularly during tough economic conditions.

INTRODUCING PRIOSYS

PrioSys is a communication tool that enables better communication, more of the time, with more people. It is based on the premise that people manage the demands they are faced with every day differently, depending on their priority systems. A priority system is simply a set of personal values that drive individuals to choose one course of action over another. Priority systems are recognizable and predictable and they can be leveraged to achieve desired outcomes.



www.cerbonegroup.com

PROCESS

TIME

RELATIONSHIP

INTUITION

"Our company and our employees have held to the PrioSys system for seven years. We've embraced it, used it to build better relationships with our bosses, our peers, our vendors, and most importantly, our clients."

Cammie Moree

Manager, Corporate Marketing
BearingPoint

HOW PRIOSYS HELPS

PrioSys provides easy-to-learn tactics that help to neutralize common obstacles of personality conflicts and opposing agendas. It gives people a foundation from which they can anticipate, recognize and leverage the priority systems of others, thereby overcoming differences wherever and whenever they are encountered.

EASY TO LEARN, HARD TO FORGET

PrioSys is a practical tool that can be learned quickly and focuses on results. It differs from personality assessments and other psychological models in a number of ways.

PrioSys is:

- Field ready for business environments, not an academic tool
- An interpreter and manager of external influences, rather than an introspective analyzer
- Based on observation and logic, not subjective criteria
- Non-judgmental, avoiding all stereotypes
- A tested and proven business technique, which does not rely on psychological evaluations
- Flexible and easy to learn in as little as 90 minutes

PRIOSYS WORKS

Dozens of Fortune 1,000 companies have successfully used PrioSys within their organizations including:

- Accenture
- JP Morgan Chase
- Johnson & Johnson
- BearingPoint
- Colgate Palmolive
- Citigroup
- KPMG



For more information:

Email: info@cerbonegroup.com

Phone: +1 973-761-7722 • **Fax:** +1 973-761-5487

Address: 380 Lackawanna Place, South Orange, NJ 07079 USA