



AGGRESSION MANAGEMENT® SOLUTIONS, A VALUE ADDED

If Aggression Management® Solutions are to be measured by “hard-dollar” value, then we must compare the investment of Aggression Management® Consulting and Training with their resulting value in increased productivity and profits. We know that there is a direct correlation between employee aggression and productivity. We have the means to conduct an aggression audit, identifying and measuring the cost of aggression in the workplace and the increased productivity realized through Aggression Management® Solutions.

THE SYMPTOMS : employee and customer friction, absenteeism, decreased productivity, increased employee and client complaints, higher turnover, lower quality of effort, presenteeism (an employee at work but distracted from their responsibilities and efforts), loss of morale and motivation, lack of creativity and innovation, loss of loyalty to the organization.

THE DIAGNOSIS : workplace aggression.

THE CURE: *Aggression Management® Solutions.* Aggression in our organizations may seem like an intangible problem—but it has very tangible consequences for the organization it afflicts. In fact, the United Kingdom’s Royal Mail, has identified that the cost of “employee friction” (i.e. aggression) exceeds \$247,000,000 per year. When there are aggressors in the workplace no one wants to be there. This causes tardiness, then absenteeism and finally turnover; all of which profoundly effect productivity.

The Center for Aggression Management®, has developed the means to identify, measure and manage aggression before conflict occurs so that it can be prevented.

WHY CHOOSE AGGRESSION MANAGEMENT®?

If our responsibility is the safety of those in our organization, isn’t it essential that we prevent hazard as opposed to waiting to react to it? If all we intend to do is to react to aggression we will, eventually, get someone who does not communicate verbally but instead communicates physically and "out of nowhere" strikes out; still worse, the aggressor may have a weapon and may use it.

Current methods for preventing aggression are not working! As we look at conventional means of managing aggression, we see topics like *Conflict Resolution*, and *Anger Management*. Conflict Resolution presupposes conflict; you are already reacting; you are already past any opportunity of preventing aggression. The problem with Anger Management is that we all measure anger differently and therefore experience and express it differently. There is no common denominator for us to measure anger; it does not meet the "*if I can measure it, I can manage it*" test.

Aggression Management® teaches you how to identify the emergence of aggression before it becomes conflict, so that you can engage and prevent aggression in the first place. You will also learn how to measure aggression.

The Aggression Continuum™ illustrates aggression from its genesis (stress) through its ultimate result (violence). One of its means of measurement is accomplished through monitoring the effects of increased adrenaline on the heart rate and the "non-verbal leakage" or body language and behavior that it produces both in an individual we are observing, as well as in ourselves thereby allowing a metrics-base means to manage this aggression. The emergence of aggression occurs both chemically (Primal Aggression Continuum™) and cognitively (Cognitive Aggression Continuum™). You will learn to track both processes in order to present a clear understanding of how to identify the emergence of aggression, foresee the possibility of conflict, thereby gain the ability to engage and prevent conflict from occurring in others, and in ourselves. Diminish aggression and you diminish the tardiness, absenteeism, passive aggressive behavior and turnover cause by that aggression



AGGRESSION MANAGEMENT® SOLUTIONS CAN GENERATE AN EXCELLENT EVA®.

Estimated Economic Value Added is a contemporary method of identifying the true value of a product or service. EVA® presumes that benefits rarely completely solve a problem and therefore should be discounted, and invested costs (Capital Deployed) will be paid for with a minimum prudent interest and possible lost opportunity costs.

*The days absent are based upon an actual survey that took into account lost time (by the hour) due to another's aggressive behavior (late coming into work, early leaving work, taking additional time over lunch and calling in sick). This survey did not take into account the cost of turnover, presenteeism (an employee is present but distracted), and costs related to passive aggressive behavior. Capital Deployed is based upon full utilization of Aggression Management® Solutions and meant to illustrate maximum costs for a particular sized employment.

Estimated Economic Value Added (EVA^â)

Cost of Aggression

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| Days absent annually due to aggressive behavior per employee (Absenteeism only*) | 4.8 |
| Estimated cost per day per employee | \$182 |
| Cost per year per employee | \$873 |
| Number of employees | 1,000 |
| Total cost of aggression | \$873,408 |
| Dollars not spent on aggression at 80% effectiveness | \$698,726 |

Capital Deployed

| | |
|--|-----------|
| Cost of Aggression Management® Diagnostic | \$35,000 |
| Cost of Aggression Management® Consultation | \$15,000 |
| Cost of Aggression Management® Mitigation | \$18,000 |
| Cost of Aggression Management® Training | \$85,000 |
| Total cost of Aggression Management® Solutions | \$153,000 |

Cost of Capital (Estimated 20% of Capital Deployed) \$30,600

Positive (Negative) EVA \$515,126

Even with an illustrated diminished effectiveness and increased costs of Capital Deployed, the result is a clear Positive EVA.

Diminished aggression in the workplace not only saves lives but also yields greater productivity. Imagine a future where productivity is significantly enhanced and employee safety and satisfaction are at an all time high. All our Aggression Management® Solutions are fully guaranteed, so please take the time to study the details provide by our web site at www.AggressionManagement.com. Take the first step to an aggression-free workplace, review the comments made by other workshop participants on our web site and/or call us at 800-260-7231.