

OUR SPECIALITY To diagnose/identify the origin of individual and collective performance

OUR METHOD To highlight the natural profile of the individual

action|types® STARTING POINT WHAT WE OFFER

- To put human capital at the heart of the action.
- To position the individual at the heart of the approach, to accurately diagnose/identify and highlight one's strengths.
- To free expression for optimal performance.
- To capitalize on one's knowledge, know-how and self awareness.
- To encourage enthusiasm and creative synergy.
- Training in the use of the action|types® Approach (ATA) in both private and professional fields.
- Personal evaluation and individual coaching (athletes, relational, companies, training / teaching).
- Continued advice (concerning the problem) and assessment (concerning the evolution) of complex human situations.
- Sales training adapted to the context.
- Follow up and coaching.
- Conferences (information) and seminars (specific domain).

action|types® ACTIVITIES OUR PROFESSION

- We are a professional training and coaching company providing seminars and team building activities to enterprises, teams and individuals in the world of sports and education.
- The action|types® Approach (ATA) training relies on 30 years experience in elite sports, accompanying collective and individual athletes, coaches and managers.

www.actiontypes.com

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move to your next level

OUR SERVICES

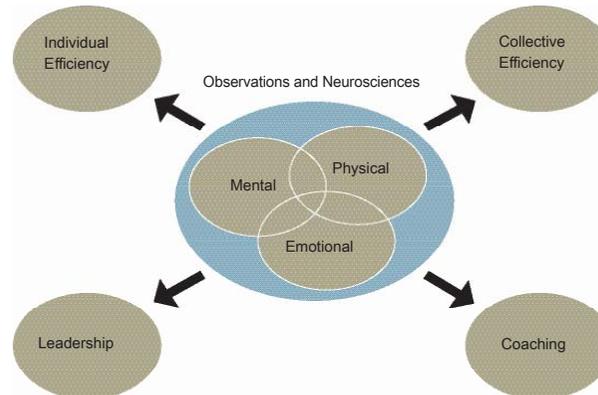
THREE FUNDAMENTAL DIMENSIONS

- action|types® is an innovative approach, respecting each individual.
- action|types® combines systematically the three dimensions of each individual: *physical* (motor actions and behaviors), *emotional* (influence of context) and *mental* (cognitive resources). Thanks to its numerous experiences in the world of sports, business, and general human relations, action|types® is an approach particularly adapted to boost teams, optimize human resources, create cohesion and improve performance of groups.
- action|types® helps all companies and its employees to reach their objectives, allowing them to optimize their personal and relational competency.

- action|types® enables you to reach your objectives in a surprisingly natural and efficient way. Your aptitudes linked to the three fundamental dimensions (physical, emotional, mental) are transformed into levers.

action|types® KEY POINTS

- Defines your strengths.
- Identifies the physical and mental causes of your weaknesses for improved self management.
- Understands how to manage your fears/weaknesses, in all circumstances.
- Highlights your strengths.
- Improves your performance.



action|types® APPROACH - ATA

METHODS

action|types® improves individual efficiency, leaning on personal identity by:

- Improved self awareness.
- Improved position.
- Improved channels of expression and communication.

action|types® consolidates leadership, working on its pillars:

- You project confidence.
- You encourage expression.
- You create healthy conditions for performance.
- You encourage quality leadership skills.
- You identify your strengths and abilities.
- You recognize your blind spots and vulnerabilities.

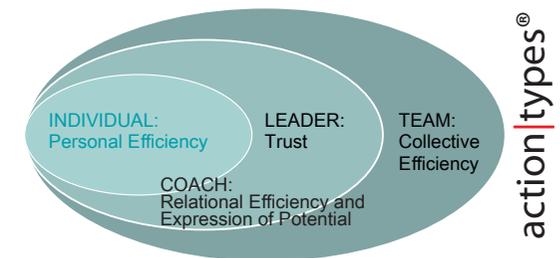
action|types® improves collective efficiency

- action|types® determines individual profiles of your team to develop a positive dynamic.

- action|types® defines the collective profile of your team.
- action|types® highlights possibilities and vulnerabilities (potential compatibility and incompatibility) of your team.
- action|types® transforms team differences into positive potential.
- action|types® encourages the integration of all members of your team – including the isolated, rejected and inefficient.
- action|types® creates solidarity within the team, avoiding conflict through good leadership.

action|types® develops coaching

- Through individual questioning and listening, you detect, mobilize and encourage expression of the potential within your team.
- You give meaning to your actions
- You enable the attainment of goals.



action|types® APPROACH - ATA

EXAMPLE OF A PROCESS

1. Starts from the conscious position of each individual (perception, beliefs, and conscious preferences), «how I see myself and how I think others see me».
2. Questions how each person moves, revealing his natural, stable, profile (unconscious) thanks to our original method.
3. Allows unconscious differences to be experienced.
4. Compares the observed differences to create a personalized approach.
5. Uses awareness and profiling to determine a personalized course of action.
6. Fine tunes each profile according to the chosen theme, using individual and collective feed-back.



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action|types® REFERENCES

ELITE SPORTS

French National Fencing Team, French National Karate Team, French National Women's Judo Team, French National Women's Volleyball Team, French National Target Shooting Team, French National Canoe/Kayak Team, French National Equestrian Team in Saumur, National Greek, Swedish and Dutch Volleyball Teams, Swiss Junior National Ski Team, Tennis (and more) Teams.

RALPH HIPPOLYTE (1949)

International FIVB Instructor.
Former coach for the National Women's French and Men's British Volleyball Teams.
Former British Volleyball technical director.
Teacher at the INSEP in Paris.
Coach of athletes and coach of Top sports coaches (Olympic and professional).
Business and human relations coach and consultant.
International conference speaker.

BERTRAND THÉRAULAZ (1962)

Studies in Biology.
Swiss Federal Physical Education Diploma at University of Lausanne (1st Prize - Swiss Physical Education Association).
Diploma for Secondary School Teaching in Lausanne.
Diploma in Elite Sports Coaching.
Former coach for Swiss National Men's Volleyball Team.
Former coach for the University of Lausanne Club (LUC) Men's Volleyball Team.
Head of the Swiss French-speaking Coaches (SFSPO) in Macolin, Switzerland.
Coach and consultant of athletes and business.

Contact

Mobile +41 (0)76 594 07 71
tchinotraining@gmail.com
www.tchinotraining.com

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action|types®: INNOVATIVE AND RESPECTFUL APPROACH

In all my 30 years as a golf coach, the action|types® profiling of players has been the most important influence on my ability to help with their progress. The action|types® Approach should be included in every sport's educational programme.

Graham Kaye
Former Swiss Golf National Coach

History of the action|types® Approach

RALPH HIPPOLYTE and BERTRAND THERAULAZ, both elite sport's coaches, carried out their research on the differences between what athletes were taught and what they were able to do «on the field».

Ralph and Bertrand noticed that the common pedagogy was not adapted to the natural motor skills of each individual. They, therefore, developed an adaptative way to teach each person, taking into account his actions, preferences and specific mobiles points.

Through intensive practice (permanent retroactive circles between the individual, the actions, the sport movements, and the results obtained), as well as video analysis, they found close similarities/strong relationships between an athlete's posture and the tactics and strategies used.

Parallel studies with Jungian typology revealed a surprising correlation between the Jungian dimensions and the tendencies observed in athletes. Thanks to these discoveries, starting as early as 1990, Ralph and Bertrand developed physical tests, allowing them to profile individuals without filling out a questionnaire. The application of these tests in different

sports, and other domains (business, education, health, etc), as well as the work carried out by neuroscientists, made them increasingly more reliable.

Discovering one's action|types® profile recreates a link between one's deep nature and one's archaic life mechanism, playing with the social masks that serve to hide one's vulnerabilities and stifle strengths. In order to utilize our strengths to the fullest capacity, it is also essential to understand how our experiences (life story) optimize or discourage the expression of potential.

In sport, it is impossible to act against one's natural motor profile because spontaneity is necessary, and pressure to perform too high. Likewise in a business context, the inability to express one's most natural «self» proves to be linked to poor health and the stresses of the present day.

action|types® facilitates the profiling of one's state of stress, the comprehension of one's origin, and the acquisition of the means to relieve the stress.