



MARROCOTM
PRODUCTS

MARROCO
APXXI[®]

LEARNING THE 21st CENTURY
PROFILE



**ACQUIRE THE
NEW
PROFESSIONAL
PROFILE TO
SUCCEED IN THE
21ST CENTURY**

Technical competences are not enough for professionals to succeed within Organizations today. They need to develop in addition their perception, intuition, systemic thinking, insight, motivating, negotiating and leadership capacities, as well as written and oral communication abilities. **AP-XXI®** exists to solve those needs.

AP-XXI® known by the Spanish acronym of Learning of the 21st. Century Profile, is a technological solution (*web content and coaching*) that offers a resource for the development of the generic competences also called 21st. Century skills, to achieve a **new behavior model at work** in action, thinking and attitude of the personnel to succeed in today's global world.



AP-XXI® Contributions:

- An increase of value of the intangible assets.
- A new method of analysis to assess risks permanently and improve speed of response in the presence of any situation.
- A new logical-creative mode of thinking to add value to any task and to improve the innovation capacity.
- The development of certain personal qualities of character to improve communication, motivation, negotiation and leadership capacities.
- ***A new behavior of personnel in the manner of working.***

Technological Approach

AP-XXI® works as an e-learning of easy internet access, it is designed to guarantee a friendly use by any type of user. It has interaction tools to improve the online development experience in a virtual campus.



AP-XXI[®] FOSTERS THE HUMAN DEVELOPMENT DEMAND BY THE GLOBAL WORLD TODAY, THE 21ST CENTURY

What do you obtain from AP-XXI[®] ?

- Learning content in Web.
- Formats for analysis that guide the Action mode.
- A logical-creative pattern to tackle situations which promotes a new thinking mode.
- Initiates the integration of the action, thinking and attitude modes in the Organization's personnel.



IT IS GOOD TO IMPROVE, BUT IT'S BETTER TO LEARN HOW TO CHANGE

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