



MARROCOTM
PRODUCTS

MARROCO



MARROCO HUMAN DEVELOPMENT

GLOBAL OVERVIEW

For over 50 years the whole world has been attempting to perform a real change in the way people learn and how that knowledge becomes relevant for individuals, organizations and society.

A change to a New Education is now a Global need with no effective answers.

Marroco developed, through 21 years of academic and field research, how to facilitate and measure the generic capabilities of human beings, fundamental core to develop the “Generic Competences”



department for
education and skills
 creating opportunity, releasing potential, achieving excellence

MEXT

Ministry of Education, Culture, Sports, Science and Technology



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DEVELOP THE NEW PROFESIONAL PROFILE OF THE XXI CENTURY



MHD® :

- 1.** Knowledge
- 2.** Skills
- 3.** Attitudes
- 4.** Values

It is a technological solution, that offers a resource of the development of generic competences in order to achieve the new model of behavior of the personnel: in the action, thinking, and attitude proper of the XXI Century.

AP-XXI® Contributions

- An increase in the value of the intangible capital.
- A new method of analysis to permanently evaluate the risk and improve the time of response in a determined situation.
- A new way to tackle the creation of value and improvement of the capacity of innovation.
- The development of some personal qualities (communication, motivation, negotiation, and leadership) to promote different emotional conditions.
- A new way of behavior of the personnel in the working place.



MHD® includes: AP-XXI® and MSL®

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New Requirements	21sr. Century Skills
Empathy – acceptance of differences	Communication
Communication, perception and creativity	Negotiation
Consider bio-psycho- social & cultural conditions of employees and associates.	Motivation
Logical thinking	Systemic thinking
Logical & Creative Thinking	Innovation
Logical-Creative thinking and innovation	Decision making
Systemic & holistic thinking, logical & creative thinking+ innovation	Problem Analysis Risk Analysis
All of the Above	Leadership

AP-XXI® fulfills new requirements with the development of:

- **Managerial Skills** to achieve the new Action Mode.
- **Intellectual Tools** to achieve the new Thinking Mode.
- Certain Personal Qualities to achieve the new Attitude Mode.

• The Action Model

The new management Action Mode is the outcome of learning a particular Method of Analysis. These managerial skills promote the permanent assessment of risk and the improvement of the speed of response.

- **The Thinking Model:**

The new Thinking Mode is the outcome of learning a new manner of logical-creative thinking. These intellectual tools aid in adding value permanently to each task.

- **The Attitude Model:**

The new Attitude Mode is the outcome of developing some personal qualities helpful to become effective and successful leaders. These qualities make possible better personnel interrelations, better teamwork, and greater flexibility to adapt to changing conditions both internal and external.



- It is the Educational Challenge of the XXI Century.
- It is a technological solution that offers a learning tool for the development of teaching expertise of any instructor or trainer in any theme or knowledge area



GUARANTEE THE LEARNING PROCESS OF ANY THEME

MSL® Contributions:

- Group technic for the Learning process in the XXI Century.
- Learning recourse for the Manager/Teacher.
- Method for the group integral development, active participation and significant learning.

Technological Approach

MHD® 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.

Professionals that know how to facilitate their knowledge and students that find them more significant.



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

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