

Happy People, Performing Organizations.

How our scientifically grounded methodology
and HR-technology platform connects talent,
organizational design, and performance.

TALENTS

REWARDS

PERFORMANCE



TMA Talent Management Approach



Organizations make decisions about people, teams, and work every single day. Yet those decisions are often based on disconnected tools, fragmented data, and subjective assumptions. This leads to mismatches, underused talent, unclear role expectations, lower engagement, and reduced performance.

TMA is a scientifically grounded methodology and HR-technology platform that connects talent and cognitive preferences to organizational design and sustainable performance. It enables better-supported, fairer, and more effective decisions about recruitment, promotion, development, collaboration, and compensation. One integrated content ecosystem that allows organizations to work in a talent- and data-driven way.

People perform better when there is a strong alignment between four essential drivers:

what is expected of them (**Must**), the freedom they have to act (**May**), their capabilities and skills (**Can**), and their intrinsic motivation and energy (**Want**). When these elements reinforce each other, people are more engaged, effective, and able to contribute to organizational goals.

We combine talent and cognitive potential, organizational design, performance, and compensation into a single ecosystem with one seamless user experience. This creates a shared language for talent, roles, development, performance, and rewards, making it easy for organizations to gain the right insights and take meaningful action, without requiring HR expertise.

MUST

NON-NEGOTIABLES

What must be done, with what results, and which behaviours are required.

MAY

ROOM TO OPERATE

Permissions and decision making space available to reach the result.

CAN

CAPABILITY

Whether the right knowledge, skills, and cognitive capacity are in place.

WANT

INTRINSIC MOTIVATION

How well the work aligns with a person's drives and natural talents.

Within this ecosystem, we connect three essential perspectives: insight into people and potential, insight into roles, work and valuation, and insight into performance, feedback and experience. At the same time, we continuously monitor how well these perspectives are aligned. Through targeted pulses and surveys, we provide real-time insight into whether employees are clear on expectations, experience sufficient autonomy, utilize their talents, and have the knowledge and capabilities to perform, enabling organizations to actively manage alignment, performance, and engagement.

From talent to performance

The complexity of organizations lies in people and how they work together. Mastering starts with understanding people. Using positive psychology and neuroscience, we map what drives individuals, where their talents lie, what cognitive abilities they bring, and which competencies can be developed.

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This creates an honest and objective picture, free of judgment. People understand themselves better, feel more motivated, and take more ownership. Through validated role profiles and clear, explainable job valuation, we make visible what a role truly requires: the behavior needed, the problem-solving abilities that fit, and the position the role holds in the organization. This creates one shared language for expectations, compensation, and the structure of work.

Performance is shaped by the combination of talent, the role someone holds, the context in which they work, and the quality of leadership.

That's why TMA connects goals to clear expectations, structured feedback, and measured experiences. Performance becomes a fair, continuous, and data-driven process.

Together, these perspectives provide a comprehensive overview: who someone is and can become, what the work requires, how to reward it fairly, and how individual contribution grows over time. The result is that talent is truly used, roles are fully owned, and performance develops sustainably - scientifically supported, positive, and data-driven.

Three Values, One Direction

Everything TMA does starts from one belief: data about people carries responsibility. That's why three values guide everything we do.

POSITIVE

We build on what gives people energy, suits them, and makes them thrive.

TALENT-FOCUSED

We work from who people naturally are, not who we think they should be.

UNITING

We connect people, teams, and organizations around one conviction: everyone has talent.

These aren't just principles. They're what makes TMA's data safe to use, personally recognizable, and meaningful enough to act on. Because data without insight doesn't help. And measurement without meaning changes nothing.



Talent is truly used, roles are fully owned, and performance develops sustainably

One platform, multiple solutions

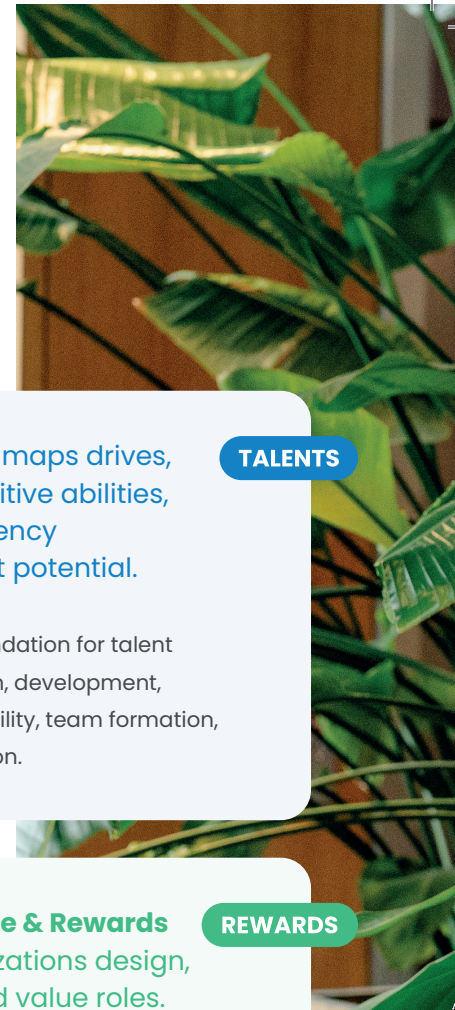
TMA connects the language of drives and talents with role behavior, cognitive potential, and performance and compensation data in a single ecosystem.

This allows organizations to use the same logic, the same profiles, and the same insights across recruitment, development, team building, transformation, role design, and compensation. **No more fragmented HR tools**, just one integrated and consistent way of organizing around people, work, and performance.

The strength of TMA is the methodological cohesion across all solutions in one ecosystem. Talent data forms the basis for job design and valuation. Role profiles guide performance. Performance data strengthens development and talent utilization.

Everything comes together in one integrated platform, easy for anyone to use.

This creates a logical, explainable, and future-proof whole. Organizations make more objective decisions. Employees gain clarity and confidence. Teams collaborate better because everyone knows what they contribute and where growth is possible.



TMA Talents maps drives, talents, cognitive abilities, and competency development potential.

TALENTS

It forms the foundation for talent insight, selection, development, leadership, mobility, team formation, and collaboration.

TMA Organize & Rewards helps organizations design, describe, and value roles.

REWARDS

By making roles objective and explainable, organizations gain clarity about expectations, levels, growth paths, and fair compensation.

TMA Performance supports continuous development and performance management.

PERFORMANCE

By connecting data from pulse surveys, feedback, check-ins, and goal-setting to talent and role data, a true talent-driven performance cycle emerges.



Designed to be used from insight to action

Our scientific foundation provides reliable, explainable, talent-focused insights.

Our technology makes those insights instantly usable for HR, leaders, and employees. TMA helps organizations make better decisions: data-supported, scalable, and future-ready.

HR stops being a set of disconnected tools and becomes one integrated way of organizing people, work, and performance. Compensation is transparent and ready for upcoming European pay-transparency laws.

The impact in practice

- ✓ Better hiring and fewer mismatches
- ✓ More targeted talent development
- ✓ Stronger, complementary teams
- ✓ Objective job design and valuation
- ✓ Continuous performance support instead of annual evaluation
- ✓ Fairer, more transparent compensation
- ✓ Better alignment with strategic change, growth, and new regulations

Our promise: Happy people, performing organizations.

With TMA, organizations create a workplace where talent is seen, roles are clear, and performance grows sustainably. Leaders get directions. Teams gain clarity. Employees take ownership. Decisions become fairer, more transparent, and better supported.

People end up in roles where they contribute most and thrive the most.

TMA makes work more positive, more talent-driven, more connected, smarter, and ready for the future.

**1.5
MILLION+**

users and talent-based
decisions every year

**25
YEARS**

of science-based
talent insight

4

**INTEGRATED
METHODOLOGIES**

one shared language



Active across Europe,
USA and beyond

TMA is a scientifically grounded methodology and HR-tech platform that unifies talent, organizational design, and performance in one data-driven ecosystem.

TMA Organize & Reward is based on the STYR model. TMA Performance is based on the MAGIC model. TMA Talents integrates the positive psychology method of TMA and Neuroscience of BrainsFirst.

Learn more at
tma.nl/en/world

