

# DAP-Services.CZ

## Color association method based Diagnostic tools

Enabling applications  
driven by color associations method  
[www.camethod.com](http://www.camethod.com)



# Color associations method

- Color-association psychometrical diagnostics.
- Fast, effective, reliable.
- For all ages, works on-line, instant results within 3 minutes after completing the diagnostics.
- Developed in cooperation between psychologists and ICT specialists.
- Ready for Your projects, too.



# Content

- About DAP Services a.s.
- Introduction to Color association method
- Portfolio of services and products
- Co-operation possibilities



## About DAP Services a.s.

- We develop diagnostic tools based on Color association method
- DAP Services a.s. was established in year 2006 in Ostrava – Czech republic
- 15 employees
- More than 320 000 people used our diagnostics
- We cooperate with the net of independent experts (124 active psychologists, trainers and consultants)
- Business partners in Slovakia, Hungary, Poland, Great Britain and Australia



# Introducing the Color association method

- The technique of Color word associations (CWA) is a combined projective technique using a palette of eight colors and calibrated sets of words, which can be adjusted according to the focus on a certain problem.
- The on-line diagnostic test is a result of over forty years of psychological research in this area.
- Example of online test  
<http://www.dap-services.com/scanner/promo/>
- Methodology in detail on [www.camethod.com](http://www.camethod.com)



## Portfolio of services and products for Health sector

Weariness, fatigue, too much work, stress, Unidentified "strange feelings". Not really bad, but...almost.

We all ask ourselves questions where have our physical troubles their root and how to effectively dissolve them.

Where do we start? Psychologue? Medical doctor? Alternative medicine? Workout in a gym? Massage? Therapist?

Try our Color association methodology based internet test. We assess the four basic body subsystems. Kinetic, digestive, circulatory and expiratory.

- **More information**
  - [www.bezdoktora.cz](http://www.bezdoktora.cz)



# Portfolio of services and products for schools

- Evaluation of school
  - receive information leading to increased efficiency of learning
  - measure the classroom climate
  - help avoid or deal with risky situations (agresivity, bullying...)
- Career guidance for students
  - helps choose a suitable secondary school
  - helps choose a suitable secondary univesity
  - readiness of children to enter preschool or elementary school
  - measure of talent
- Teachers
  - self-assessment of teachers or the whole teaching staff



# Portfolio of services and products for schools

- Psychology
  - helpful tool for crisis intervention
  - for analyzing the causes of life crises
  - for support and guidance in searching for life goals and perspectives
- Kindergarten
  - self-assessment of teachers or the whole teaching staff
  - readiness of children to enter preschool or elementary school
  - results also suggest the extent to which the child is satisfied with his/her particular preschool, the teaching staff, etc.
- More information
  - [www.barvyskoly.cz](http://www.barvyskoly.cz), [www.tridavkrizi.cz](http://www.tridavkrizi.cz), [www.materinky.eu](http://www.materinky.eu)





## Portfolio of services and products for Sport

The results of our diagnostics will help You

- improve the team atmosphere,
- motivate the team for results,
- choose a suitable sport for Your child,
- see the roots of success and failures,
- set up a training roadmap for a sporting individual,
- choose appropriate roles for the persons in the team,
- discover motivation crisis roots

- More information

- [www.sportovni-dagnostika.cz](http://www.sportovni-dagnostika.cz)



## Portfolio of services and products for Human Resources

Psychological diagnostics is now a common personal assessment tool since the success of an individual in his/her position / team is based on individual human characteristics, which cannot be found in the CV.

These characteristics, attitudes, behavioral schemes can be assessed using our methodology.

Our portfolio includes a broad spectrum of services and products available for HR assessment.

- **More information**
  - [www.balancemanagement.com](http://www.balancemanagement.com)



## Portfolio of services and products for individuals

Have You had more energy last year? What team roles You play most often i Your teams? How do these roles change under stressfull conditions? How do they change if You face a change in Your life or work? How do Your employees feel? What are their attitudes towards their work? How can You motivate them?

Results of our diagnostics answer all these questions. They include a view over the present situation and a map of ongoing changes.

The diagnostics does not require any previous knowledge.  
The results are instantly available.

- **More information**

- [www.znam.se](http://www.znam.se)



# Co-operation possibilities

- For each segment and country we seek strategic partners.
- In co-operation we will localize products (translate, get national standards).
- The services and products are operated on the market through our strategic business partner.
- We have over 10 EU funded project templates to base upon.



# Co-operation details

- Meeting and synergy assessment, if synergy found -> cooperation-roadmap
- coop roadmap:
  - localization of the language dependent information
  - creation of a service web page
  - validation of the methodology in different language
  - products preparation
  - pilot project
  - business network creation and product go-live
  - further segments development possible



# Thank you

**We are looking forward to work with you.**

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