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N E W S L E T T E R

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FROM BUD HANEY'S DESK
Making the Most of Your Investment

"There is no knowledge that is not power."
~ Ralph Waldo Emerson

I often hear positive feedback from our clients about individual products they have purchased from us. People are pleased by the accuracy of a particular product or the success they encounter when they use it. That being said, I want to encourage clients not only to look for success in one product, but also to consider the power of multiple assessments.

For example, the Profiles Performance Indicator (PPI) and the ProfileXT (PXT) are two of our most popular assessments. But did you know that you can maximize your results by combining the information that each product provides?

Many of our clients struggle with solutions for selecting and hiring new employees. The PPI reveals aspects of an individual's personality that could impact their fit with their manager, coworker, team,

and job performance. The PXT measures how well an individual fits a particular job within an organization. Imagine how you could improve your hiring process with all of this information in your hands at the same time.

Candidates would no longer be selected solely because of their resume or their one-on-one interview. Hiring managers could determine a person's capacity for a position before ever meeting them face-to-face, and upon meeting the candidate they could pose questions based on the individual's personality.

In addition to combining these two best-selling products, have you ever considered using the Step One Survey II (SOS) as well? This tool enables managers to determine an individual's basic work-related values. After all, wouldn't you like to know that your potential new hire has values that align with your company's values?

Combining products such as the PPI, PXT, and SOS is simple and beneficial. Knowledge is power, and using multiple assessments for a single purpose ensures that you are gaining as much information as possible so you can make the most informed decision.

Interested in increasing your knowledge and improving your hiring power? Speak to your solutions provider about other assessment combinations that can propel your business success!

Sincerely,

Bud Haney

Bud Haney, President
Profiles International

IN THE NEWS: Juggling a Multi-Generational Workforce

Currently the work world is juggling multiple generations that are trying to coexist in the workplace. Managers have to find ways of overcoming communication and work style obstacles. Forbes recently shared an article that identifies the different working styles that belong to three generational groups: The Baby Boomers, Gen X, and Millennials.

Each group shows significant differences in the way they conduct business, learning and communication. How can you successfully manage all three groups with different work styles at the same time? Assessments can identify similarities and differences between workers, so that managers can better understand each employee's needs. Once a manager understands what

each employee needs to be successful and how they differ from one another, simple programs can be installed to ensure that everyone co-exists peacefully.

According to the article "Why You Must Network With Your Younger Employees," managers should also stay on top of current trends exhibited by the millennial group. Millennials will be the primary generation in the workforce within the next decade. This generation's communication and business styles will greatly impact the way business is conducted worldwide.

Tell us what you think about managing a multi-generational workforce.

DID YOU KNOW?

91% of Best-in-Class organizations in Aberdeen's March 2009 study use assessments in recruiting.

55% of all organizations surveyed indicated they use assessments in both the pre- and post-hire.
 -Aberdeen

Over 51% of all organizations surveyed report that they have a formal employee assessment strategy with clear process definition, documentation of test results, stakeholder buy-in and accountability across the organization.
- Aberdeen

MANAGING MANKIND: Three Ways to Ensure Employee Utilization

Simply put, innovation is the creation of a new idea, process or thing. It is undeniable that innovation played a major role in the creation of the new iPhone 4. The previous iPhone has dominated the smart phone market since its creation, and is second now only to iPhone 4.

What makes the new iPhone 4 so innovative? Attention to detail. Everything from the number of pixels on the screen to the size of the camera lens has been altered so that its "better" than the last model. This newest version boasts longer battery life, and incredible hardware that does more in less time. Each aspect of the already hottest piece of technology on the market has been improved or tweaked to the current standard of perfection.

What if your company could reinvent some of its practices? What if you went from a 2.0 to a 4.0 version because of your employee's innovation? Well, that's impossible isn't it? You don't have innovative employees, just dedicated ones, right? Wrong.

Companies all over America are failing to realize the importance of encouraging innovation among employees to boost productivity and enhance outdated business practices. The excuse "but it's the way we

have been doing it for years," won't hold any weight in the current market. What can you do to ensure that you are capitalizing on employee's innovation?

• Promote open communication
• Encourage innovative thinking
• Deny failure, but promote trying until it's right

The most innovative employees know that they can communicate their ideas directly with a manager or business leader. This open communication ensures that the leaders at the top have an opportunity to understand every idea coming from those in non-managerial positions. Communication promotes a healthy system of checks and balances, and encourages employees to problem solve based on their own experiences.

Do not let employees fail. Simply tell them to try until they get it right. Defining an attempt as a failure will inhibit new ideas and solutions because it promotes the idea of "I can't." Don't let employees sell themselves short. Encourage them to try until the idea or process is effective.

The iPhone wasn't built in a day. And several new versions have been created since the original prototype hit the market. Encourage your employees to keep an open mind, to seek new solutions to old problems, and to communicate their ideas openly with people in management positions so that their ideas can become realities.

By: Megan Bullard

The majority of organizations use teams of employees to complete objectives. The idea behind the team construction is that different people with different strengths, weaknesses and viewpoints are more likely to successfully complete a task. If multiple elements contribute to an organizations success, why use that method only with teams of employees?

You know that one assessment tool can provide you with a great advantage when managing the talent within your company, but have you ever considered how multiple assessments can work together?

The image below is the Solutions Matrix. This graph demonstrates which assessments can be used together to solve business objectives.

For instance, you may have encountered some trouble with improving sales performance. Naturally you would assume that the Profiles Sales Assessment (PSA) would be a great tool to start with, but you might not have realized that the Profiles Performance Indicator (PPI) and the CheckPoint 360 (CP360) could align with the PSA to give you an all-inclusive solution.

Your Business Objective	SOS	PXT	PST	EBC	PPI	CP360	PMF	WES	PSA	CSP	PLP
High-level Strategic Workforce Management											
Identifying high-potential employees and managers		PXT				CP360			PSA	CSP	
Strategic workforce and succession planning		PXT			PPI	CP360			PSA	CSP	
Restructuring, reorganizing and downsizing		PXT			PPI		PMF	WES	PSA	CSP	PLP
Post-merger integration of organizations		PXT			PPI		PMF	WES	PSA	CSP	PLP
Everyday Workforce Management											
Basic pre-employment screening	SOS		PST								
Screening, interviewing and selecting job candidates		PXT	PST	EBC					PSA	CSP	
Onboarding new employees		PXT			PPI		PMF				
Improving employee productivity and work quality		PXT			PPI			WES			
Improving employee motivation and communication					PPI		PMF	WES			
Resolving conflict between co-workers					PPI						
Selecting and managing teams					PPI						
Evaluating management effectiveness		PXT			PPI	CP360		WES			
Prioritizing management development needs						CP360		WES			
Sales and Customer-facing Workforce Management											
Screening, interviewing and selecting job candidates			PST	EBC					PSA	CSP	
Retaining and growing customers and accounts									PSA	CSP	PLP
Improving sales performance					PPI	CP360	PMF	WES	PSA		PLP

Legend			
SOS	Step One Survey	PMF	Profiles Managerial Fit
PXT	ProfileXT	WES	Workplace Engagement Survey
PST	Profiles Skills Tests	PSA	Profiles Sales Assessment
EBC	Employee Background Checks	CSP	Customer Service Profile
PPI	Profiles Performance Indicator	PLP	Profiles LoyaltyPro
CP360	CheckPoint 360		

The PSA will give you insight into how well a person fits specific sales jobs, while the PPI can show whose personality will impact their job fit. Adding the CP360 to this mix ensures that you will also be able to pinpoint any issues there may be with management.

Using multiple assessments to solve one problem ensures that you are looking at the issue from every possible angle, and that you will be able to easily identify where the problem originates. Consider what issues you have been meaning to solve and speak to your service provider about possible solutions today!

The relationship between Profiles International and a university's leaders began in 2003 when a national director of Profiles with experience in the career college field became acquainted with the president of the college. College officials now use the ProfileXT® with many positions and in all departments, including academic and career services, student services, and financial aid.

Recent numbers reveal striking results when top managers at the college used PXT to help them hire admissions representatives—the sales professionals who amass a vast knowledge of how the college can help a student realize success and who translate that to enrollment.

PXT's unique job fit pattern has helped them determine which admissions representative applicants fit the position best. Using its top performing admissions specialists as models, college leaders developed a pattern to determine what skills and competencies the most successful workers possess.

After creating the pattern, managers decided that an 84 percent match of potential employees to it would give them the performance success they desired. Adhering to this figure has resulted in success. The college projects the annual value of using the PXT's Job Match Pattern with admissions specialists to be more than $700,000. The return on investment ratio is 69 to 1.

College leaders also believe that using the Job Match Pattern helped reduce turnover by six admission representatives in 12 months, resulting in an additional savings of more than $800,000. That figure factors in the cost of giving a low-performing representative multiple, expensive leads each month.

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