

# WHY ASSESSMENTS?

Data trumps hunches and prevents bias from corrupting important decisions. Throughout the latter half of the 20th Century, Fortune 500s relied on behavioral & cognitive assessments to inform all aspects of their personnel decisions—from an employee’s initial selection and training to their team role and eventual promotion. These paper based assessments had to be individually calculated by a highly trained professional, making them too expensive for most organizations to afford. However with the advancement of new computer technologies and algorithms, the cost of such assessments has dropped measurably, leveling the playing field for businesses of all sizes.



## Improve Hiring & Selection

The right person in the right job is priceless. The wrong one is a nightmare waiting to happen. Accurately identify job applicants BEFORE the interview, make scientifically informed judgments and build an organization of A+ employees.

01



## Increase Sales

Teach your sales team powerful behavior profiling skills. Empower them to identify—to your organization’s advantage— observable behaviors, then adapt their selling style to fit the customer’s buying style.

02



## Improve Customer Service

Know in advance that your people believe in your organization and care about your customers. Better equip and train your customer support team with the invaluable communication and behavior profiling skills that pay countless dividends.

03



## Increase Productivity

Identify with scientific accuracy the strengths and shortcomings of each employee. Create observable action plans, from the data, that maximizes your organization’s talent.

04



## Reduce Employee Turnover

Ensure the best possible positional job “fit” for each new hire. Great fit means stronger retention rates, which lowers the costs associated with turnover.

05



## Customize Employee Training

One size fits ONE, not all. Learn how each person learns best and get them back to productivity sooner.

06



## Model Team Building

Know who fits with whom in advance. Create your teams based on compatible skills and traits, not just generic ideas of balance. Top-level teams are comprised of behaviorally compatible members with an optimal array of complimenting proficiencies.

07