



# Developing the High Performance Workforce

Profiles  International  
imagine great people™

## Job Matching and the high performance workforce

Every year Profiles works with thousands of individuals who place people in jobs.

Without exception, their objective is to recruit high performers - and almost all of them use established methodologies involving past and current information to predict future performance.

However, research from the Harvard Business Review, following 360,000 people for 20 years, indicated that none of the usual selection methods can really predict success.

The research revealed no relationship between performance and educational qualifications, gender, age, race, experience, or any other criteria frequently used to select people for jobs.

### So how can we effectively predict future success?

Harvard Business Review also discovered that people were most successful when they were 'matched' into jobs that they were capable of doing, were motivated to do, in an environment that suited their personality and behaviour.

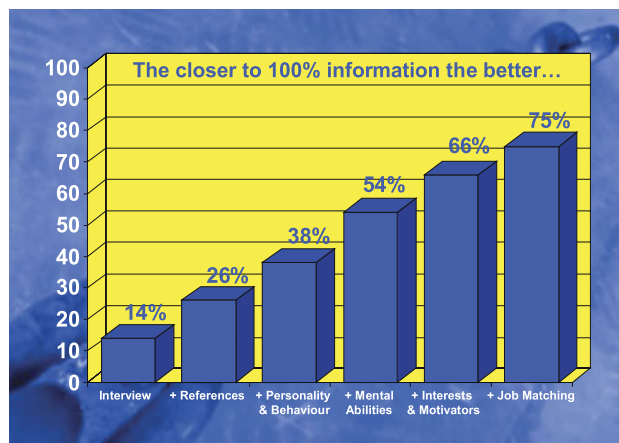
Further studies confirmed this, monitoring the recruitment of people in a variety of industries, some with high employee turnover, and some with low employee turnover.

While some staff were recruited using a job-matching approach, others were recruited through conventional approaches.

The results conclusively showed that those who were jobmatched:

- outperformed their non-job-matched peers in the first six months
- significantly outperformed the group after 14 months
- tended to stay in their jobs much longer, reducing employee turnover and the associated costs of advertising, recruitment, management time, down time, morale etc.

## The information you need



Interviewing, CVs and reference checks will only give you a **26%** likelihood of recruiting the right person.

Profiles International's psychometric assessments will give you further information about a candidate's:

- Personality & behaviour
- Mental ability
- Interests & motivators

These are the very factors specified by the Harvard Business Review, and will take you to **66%** success rate in recruiting top performers.

### How can you job match?

Job match is a key component of Profiles' products. The job profile against which each candidate is matched comes from your current top performers, helping you to make the whole organisation as good as your best people.

**Pulling together all of this information will increase your chances of recruiting top performers to 75%.**

Profiles believes that the keys to developing a high performance workforce are excellence in recruitment, focused training, genuine motivation, enthusiastic engagement, quality succession planning, high retention and superior management and leadership.

Profiles can help you to employ and retain a high performing workforce that could take your business to a higher level.

## Profiles Solutions

**Profiles International** provides a comprehensive suite of assessment solutions that help companies use information to develop a high performance workforce. These solutions target all phases of employment from selection and recruitment to training, coaching and management performance. They provide accurate, reliable data that helps:

- employers to achieve accurate job fit
- managers to lead, coach and motivate effectively
- employees to achieve greater productivity, profitability and job satisfaction.

## Recruitment and Performance Management

### ProfileXT™

The **ProfileXT™** predicts job suitability and accurately matches people with the work they do, allowing managers to identify and place top performers. A “total person” assessment, the **ProfileXT™** is used for selection, coaching, training, promotion, managing, succession planning and job description development. It measures the job-related qualities that make a person productive: Thinking and Reasoning Style, Behavioural Traits and Occupational Interests.



### ProfileXTSales™

The **Profiles** sales assessment, the **ProfileXTSales™**, helps sales leaders identify, develop and retain people with an innate talent for selling. Measuring the same elements as the **Profile XT**, **ProfileXTSales™** enables sales leaders to accurately predict success in a given sales position, develop strategic succession planning, and implement employment/redeployment programmes. This solution allows leaders and organisations to:

- effectively drive sales
- increase employee satisfaction
- leverage top performers to increase market penetration.

## Profiles Sales Indicator™



To be happy, productive and successful, a sales person needs certain key qualities including competitiveness, persistence and sales drive. How can you find people with these qualities and help them be top performers?

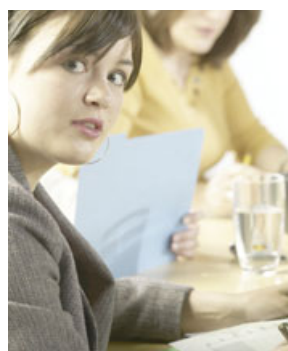
The **Profiles Sales**

**Indicator™** takes the guesswork out of recruiting the right people for sales positions. The **Profiles Sales Indicator™** assesses five key qualities necessary for sales success. It also predicts seven critical sales behaviours that affect performance.

Comprehensive reports help you coach your sales team and customise training programmes to maximise each salesperson’s effectiveness.

## Profiles Customer Service Perspective™

Every customer service encounter has the potential to gain or lose repeat business. Yet worldwide, poor



customer service costs businesses up to two-thirds of their customers. That is why the people you put in front of your customers are so important. Recruiting staff with the **Profiles Customer Service Perspective** will enable you to fill your

organisation with people who will:

- **increase** customer satisfaction
- **reduce** complaints
- **build** customer loyalty
- **increase** sales
- significantly **improve** profitability.

**Profiles Customer Service Perspective™** assesses the attitudes and customer service proficiency of employees and job candidates. It provides the critical information needed to:

- recruit individuals with good customer service skills
- improve customer service training
- increase awareness that every employee is part of the customer service team.

## Development and Coaching

### CheckPoint360<sup>o</sup><sup>TM</sup> Feedback System

People leave people - not companies. Good managers provide direction, build trust and cultivate employees' talents to achieve results. Bad managers negatively affect attitudes, productivity and turnover.

The **Profiles CheckPoint360<sup>o</sup> Feedback System<sup>TM</sup>** provides the basis for planning and executing a programme for professional growth for each manager. A multi-rater feedback process, it enables managers to:

- receive an evaluation of their job performance from the people around them
- compare the opinions of others with their own perceptions
- identify strengths
- pinpoint areas that could be improved.



## Organizational Management Analysis<sup>TM</sup>

Information from the **Profiles CheckPoint360<sup>o</sup> Feedback System<sup>TM</sup>** gains added significance through an Organizational Management Analysis<sup>TM</sup> (OMA). The OMA provides an executive summary from all **CheckPoint360<sup>o</sup><sup>TM</sup>** individual feedback reports generated on a selected group. The analysis examines a company's culture, and evaluates how well the management groups match the company's goals and objectives.

## Profiles SkillBuilder<sup>TM</sup>

The **CheckPoint SkillBuilder Series<sup>TM</sup>** comprises 18 self-paced, self-improvement programmes which help managers improve their performance. The **SkillBuilder Series<sup>TM</sup>** is a companion to the **CheckPoint360<sup>o</sup> Feedback System<sup>TM</sup>**, enabling managers to develop the competencies that are most important to their professional growth and success.

## Profiles Performance Indicator<sup>TM</sup>

A leader's guide for all managers, the **Profiles Performance Indicator<sup>TM</sup>** measures key behavioural factors and their impact on business success, providing managers with information that makes every employee more valuable and productive. The **Performance Indicator<sup>TM</sup>** helps assess how an individual can be understood, motivated and managed.

The **Profiles Performance Indicator<sup>TM</sup> Management Report** provides a guide to better management, coaching and motivation - a tremendous advantage in developing the potential an employee brings to the job. It is filled with specific, individualised management suggestions for working more productively with each person you manage.

## Profiles Team Analysis<sup>TM</sup>

Building an effective team requires more than just bringing together a group of people. The more you know about the team's strengths and weaknesses, the better you can balance your team and focus your management efforts for positive results.

The **Profiles Team Analysis<sup>TM</sup>** relates team members' characteristics to the team leader's characteristics. This helps the team leader:

- understand the role he/she needs to play within the team to achieve team objectives
- keep team members focused
- maximise the performance of each team member.

# HR Advantage

Straight-forward people management

Ground Floor  
Unit 9  
Lancaster Court  
Coronation Road  
Cressex Business Park  
High Wycombe  
Buckinghamshire  
HP12 3TD

Tel: 01494 451 681

Email: [contact@hradvantage.co.uk](mailto:contact@hradvantage.co.uk)