

# POTENTIAL AND PERFORMANCE MEASUREMENT SOLUTIONS

Selection | Development | Alignment | Succession Planning

Human Capital is your most valuable asset...

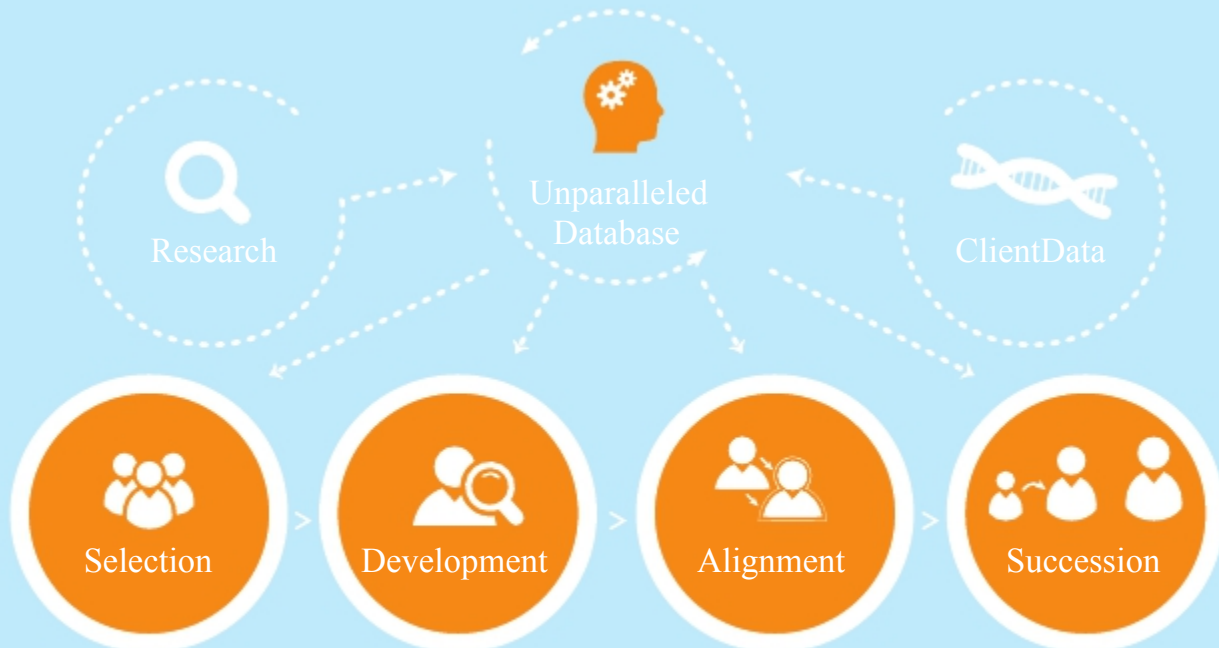
ARE YOU MEASURING IT EFFECTIVELY?

Talent Management Solutions that help organizations drive productivity, manage developmental costs, transform your team, and gain a competitive advantage

You know the value of capital assets like the copy machine in the corner, but do you have a good value measurement of your most important asset ... your people? GrowthPlay provides research-based information and analytics that enable businesses to transform their workforce into the high-performance team necessary to survive and thrive.

GrowthPlay provides solutions to help make critical talent management decisions and minimize risks associated with:

- 1 Selecting the right people for the job and organization
- 2 Developing employees on critical competencies
- 3 Aligning job competencies with expected performance metrics
- 4 Matching talent to business strategy, goals, and customer deliverables
- 5 Measuring potential versus actual performance to accurately pinpoint developmental needs
- 6 Identifying high-potential employees and managing succession
- 7 Helping businesses keep employees engaged and motivated
- 8 Measuring the competencies necessary to meet company goals



**Better Business Results**

## Driving exceptional business results

GROWTHPLAY'S SOLUTIONS ARE BUILT FROM AN UNPARALLELED DATABASE THAT CONSISTS OF OVER 40 YEARS' WORTH OF RESEARCH AND CLIENT DATA.

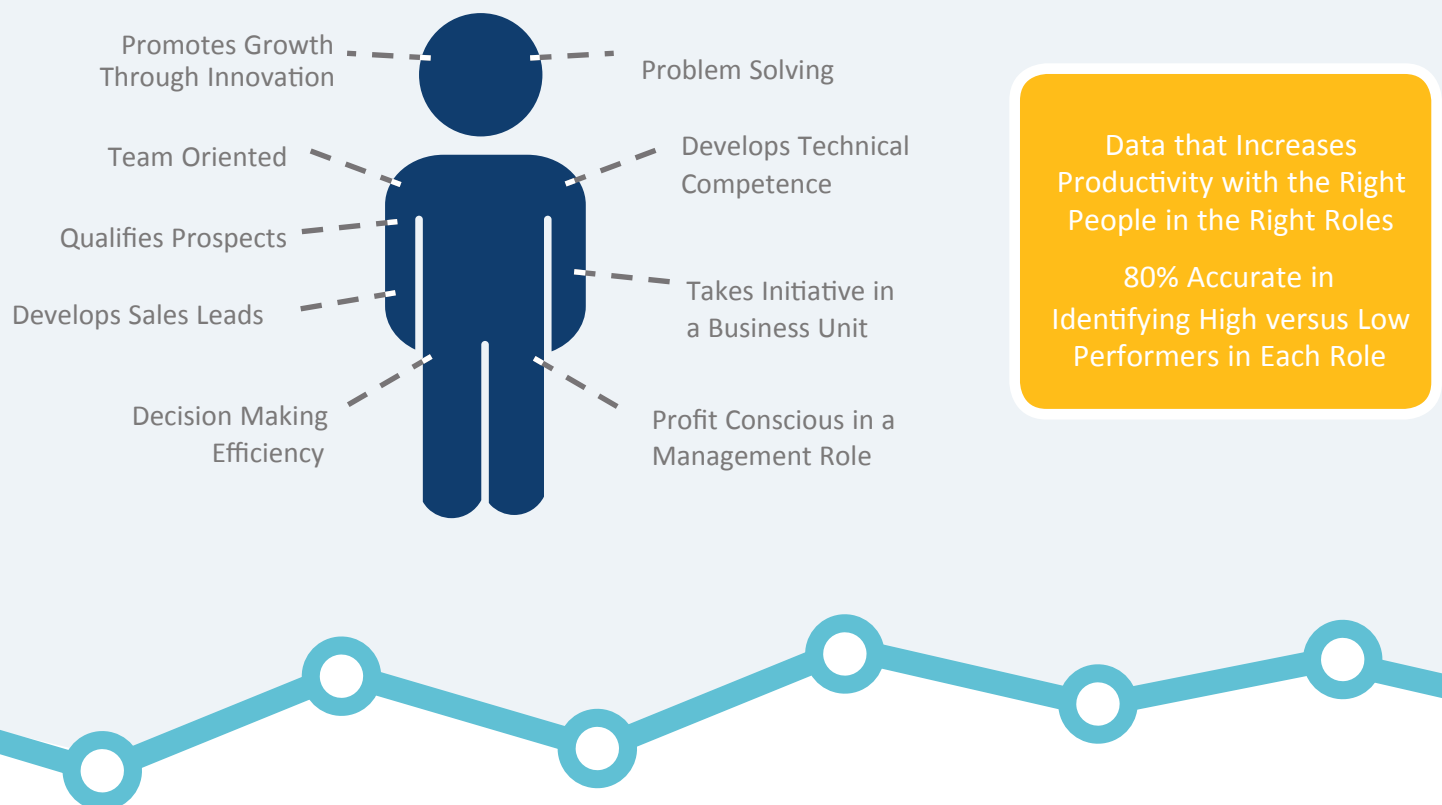
### Defining Competencies Needed to Support Talent Management Strategies

A Job Analysis is the first and most critical component of understanding your current and desired states for each role. Our industrial and Organizational (I/O) Psychologists work with our clients to conduct a job analysis to identify the important activities, tasks, responsibilities and work behaviors needed to be successful in a specific role.

### Measuring Individuals Against an Unparalleled Database for Optimal Performance

Once the Job Analysis is performed and the predictive competencies are validated, GrowthPlay measures your team through our online assessment to identify strengths and developmental needs. Measuring skills specific to your organization will provide you with analytics to make more accurate selection, alignment, developmental and succession decisions.

*"We use GrowthPlay for our Account Executive assessment, organizational development processes and world class benchmarking to help us understand where we are and where we need to get stronger." - Roz Ward Nelson, GM Fleet & Commercial Sales*



## Hiring the best employees for your organization PREDICTIVE EMPLOYEE SELECTION SYSTEM

A comprehensive process to ensure you have the best match and to avoid the cost of bad hires

The GrowthPlay assessment is based on extensive and ongoing actuarial research. Our rich database includes assessment results and measures of performance for over 500,000 incumbents and candidates in sales, management, and specialized functional positions. GrowthPlay has completed over 400 validation studies and continues to leverage state-of-the-science techniques for clients to accurately predict on-the-job performance.

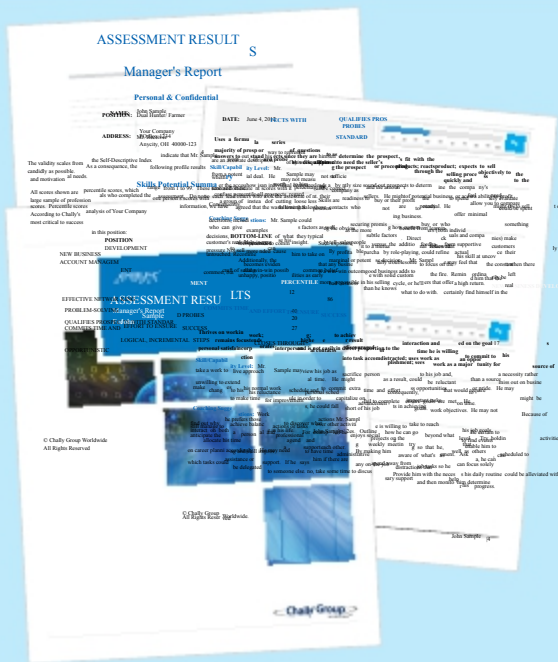
### Advantages:

- 1 Helps select higher quality candidates faster and with more accuracy
- 2 Reduces overall cost per hire
- 3 Increases retention due to better job fit
- 4 Helps hire and onboard individuals with focus on business strategies

### Additional Tools Provide:

- Interview Evaluations
- Coaching Guides
- Profile Interpretation Manuals

Data that Measures Behavioral Capacity  
Sales Teams Selected with this method were 50% more likely to Achieve Quota



*GrowthPlay has been an agile and responsive partner for us throughout our Sales Transformation process. GrowthPlay expertly helped our organization define and align customer-centric job competencies with our selection, coaching and employee development processes.”*

*Chris Sena-Cardinal Health, Nuclear Pharmacy Services*

## Understanding your talent pool TALENT AUDIT APPLICATION

Aggregate view of skills to assist in job alignment, developmental needs, and succession planning

The Talent Audit provides access to skill comparisons and overall success potentials with the predictive accuracy similar to the way a DNA strand identifies genetic makeup of each individual. Organizations are able to access a complete list of strengths and developmental needs for all key employees across every important position, team, or the whole organization. Once you implement the initial Talent Audit service, GrowthPlay will work with you to update the data with information on new hires, promotions, new profiles, derailleurs, and any other employee changes and needs of your organization.

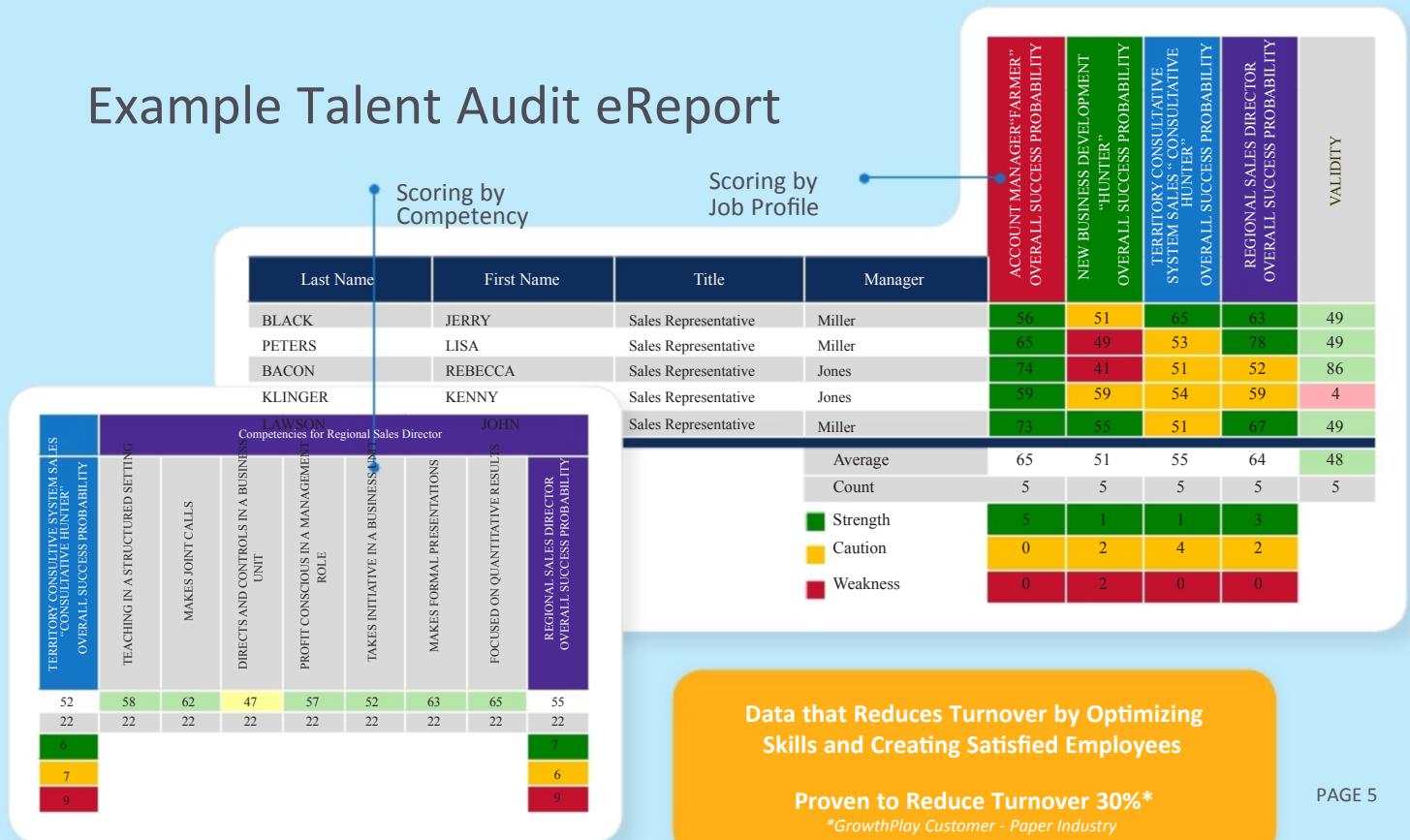
*“There are a lot of talent management companies out there, but all of them failed to provide an aggregate report like GrowthPlay does.”*

*Jeff Patton, Verizon*

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## Example Talent Audit eReport



**Data that Reduces Turnover by Optimizing Skills and Creating Satisfied Employees**

**Proven to Reduce Turnover 30%\***

\*GrowthPlay Customer - Paper Industry

## WHY CHOOSE GROWTHPLAY

### Scientific Innovation

GrowthPlay's team of Industrial and Organizational (I/O) Psychologists is dedicated to the scientific integrity of our offerings. The team provides statistical and legal expertise in all client projects, serves as scientific experts for all areas of our assessment, conducts internal research initiatives, and develops external research partnerships. By collecting and analyzing relevant data, the I/O Psychologist team ensures that organizations meet the standards of the scientific community and receive a measurable return on investment.

### Points of Differentiation

- Assessment is based on over 40 years of extensive and ongoing actuarial research
- Includes results and measures of performance for over 500,000 employees
- Online assessment is available in 23 languages
- Over 400 studies conducted to create a database of 140 validated work performance skills
- Tailored profiles with the predictive skills required for on-the-job success
- One assessment to evaluate candidates and employees against multiple skill profiles to make more accurate decisions regarding selection, alignment, and development
- EEOC Compliant
- World Class Sales Research data of 80,000 business decision-maker interviews and 7300 sales organizations
- Development and funding of the Sales Education Foundation working with universities to teach sales and in an effort to make sales a profession

*"The sheer size and comprehensiveness of the GrowthPlay databases makes them unique in the sales field. In addition to amassing an impressive sales database of 500,000 salespeople, GrowthPlay has made significant contributions to sales benchmarking methodology and research. Add to this approximately 400 predictive validation studies and it is easy to see why the body of GrowthPlay's work would be a solid starting point for developing a sales taxonomy. An additional advantage is that one of the acknowledged strengths of GrowthPlay is the long association between the company and academic sales researchers... GrowthPlay's data has been used to help establish research priorities in sales strategy and performance (Leigh & Marshall, 2001)."*

***Neil Rackham, Speaker, Author and Sales Expert***

## OUR METHODOLOGY UTILIZES PRECISE, ACTUARIAL AND PREDICTIVE SCIENCE.

GrowthPlay's mission is to assist clients in increasing sales and management productivity and profitability. We do this by helping them to systematically match sales, service, and leadership talent with top performance requirements. We also help to match talent management strategies to the added value needs that predict customer satisfaction.

### We work with clients to:

- Create selection and developmental assessment profiles that are accurate in predicting job performance.
- Evaluate sales force performance against concrete benchmarks of the top World Class sales forces.
- Establish precise measurements of customer satisfaction with sales, service and leadership that accurately predict sales performance by individual or team.
- Provide Talent Audit data to review potential improvements in sales and management performance against forecast.
- Measure the gap between actual performance and potential to pinpoint the exact development needed to succeed.
- Identify the most practical and cost-effective business improvements with statistical precision.
- Reduce turnover by hiring the right people and developing on very specific competencies.

### GrowthPlay's methodology utilizes precise, actuarial and predictive science.

Our critical points of differentiation are through a dramatically more advanced "continuous talent improvement" technology for measuring, tracking, predicting, and greatly improving human performance.

### Our Technology

Our technology produces extremely accurate and precise measurements with such high resolution that it far exceeds the traditional descriptive technology in its ability to consistently identify and differentiate the critical elements that cumulatively define the variations and types of human talent as well as the limits of an individual's or group's potential.

### Our Reliability

Personality assessments can change fairly quickly and dramatically because these assessments can be influenced by situational circumstances or life events. The predictive level talent DNA that Chally can identify doesn't change.

### Actuarial Science

GrowthPlay's approach is based on actuarial science to predict job success, whereas the aim of most published personality measures is to represent theory of personality. We focus on the competencies, behaviors and temperaments that predict actual job behavior.

### More Than a Personality Test

Our solutions measure narrow, job-related constructs rather than broad, personality traits. As opposed to developing a measure descriptive of personal characteristics, GrowthPlay's goal is to develop a measure that best predicts job performance in specific areas.

### Comprehensive Solutions

GrowthPlay offers a total suite of solutions that are integrated so that businesses can make solid, accurate decisions on talent management and what is best to implement their strategy.

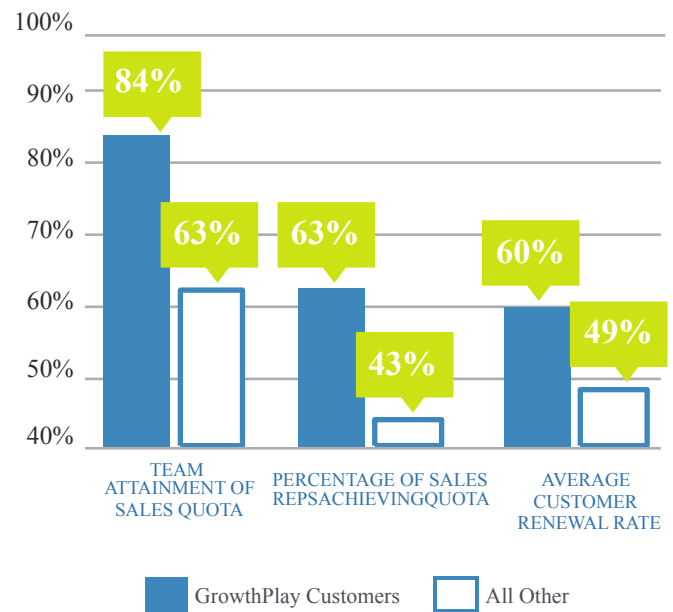


## PROVEN BY INDEPENDENT RESEARCH

GrowthPlay has been proven by independent research firms to be THE provider of choice for organizational potential and performance measurement needs. Two independent research firms, Aberdeen Group and CSO Insights, have conducted studies revealing that companies who use GrowthPlay's talent management solutions have far exceeded sales performance results compared to companies using conventional/competitive methods.

**Data that Simplifies Hiring and Development Processes**  
**46% Faster at Filling Sales Positions**  
*\*GrowthPlay Customer - Financial Services*

**Sales Performance Management Study by Aberdeen Group**



## GrowthPlay's Customers Win More Deals

Key Findings From a Survey Administered by CSO Insights

### GrowthPlay Users Have:

- Over 10% higher win rate than companies that do not use testing
- 7% improvement over other pre-employment assessment methods

### Bottom Line:

- \$4 - \$6 million additional revenue (for 100 person sales force)\*
- \* Based on average annual sales per person of \$650,000

### Other Findings:

- Over 90% of respondents rating GrowthPlay's solution reported an improvement in performance
- Sales reps selected by GrowthPlay meet quota
- Companies using GrowthPlay significantly reduced ramp-up time



# ARE YOU READY TO CREATE TRUE SALES TRANSFORMATION IN YOUR ORGANIZATION?

With sales coaching tools focused on measurement and reinforcement, we've helped sales teams around the world create lasting and measurable success. You can get there, too.

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