



How SuccessFinder Certification Can Fast Track Your Consulting Career

SuccessFinder is more than a cloud based self-assessment test. It is a single tool that provides the individual, student, team or leader a detailed behavioral profile of themselves. SuccessFinder can predict career satisfaction and success based on a level of detail unrivaled in our market.

We know high performers share a common sub-set of behaviors that they are extremely adept in using. Our career assessment compares each personal profile with those from "high performing" individuals which are established in our benchmarks. We can predict success with 85% reliability. Yes, 85%!

The SuccessFinder assessment tool is available to both organizational and independent practitioners willing to put in the effort to become certified. It is a rigorous program but one that pays strong dividends to those who chose this path. As test publishers, we have established Successfinder as a Category 1 (C-1) assessment which ensures we endeavor to maintain the highest industry standard for test reliability, as defined by the American Psychological Association. Consequently, the training requirements for accreditation are equally rigorous, but will leverage your behavioral and career assessment knowledge and interpretive capability to the highest level.

We hope you will consider joining the SuccessFinder team to help change the world one person at a time.

Here are the questions most often asked by professionals interested in certification:

1. What is SuccessFinder Certification?

It is a process where you take a series of workshops (online & in class) to be able to interpret test results and facilitate feedbacks using the SuccessFinder assessment.

There are three levels of certification

- A. Competency Certification
- B. Full Certification
- C. Master Certification

2. Why become certified?

Using SuccessFinder as part of your work as an executive, organizational or career transition coach can be rewarding and profitable. If you participate in one of the next one or two workshops you have an opportunity to become part of an exclusive group of practitioners (100 Chartered Members to be fully certified) to facilitate feedbacks to individual clients, and for organizations. Today, we have 50+ actively certified practitioners operating around the world. We have many long term master practitioners who have used SuccessFinder in over 2,000 individual and group engagements.

3. What do I need to get started?

We have both standard and custom workshops and certification classes at the competency, full and master level(s). See our website for current schedule. You can go through the competency only certification in a day

and become certified after 2 supervised engagements. For full certification, the C-1 classification requires there be 50+ hours of class time, 6 supervisions, and final review exams. Most people complete the process in about 4-6 months.

For full certification, we've developed a certification **Starter Kit**. It includes everything you need to become fully autonomous, including:

- A 4.5 day intimate learning workshop (limited to 20) for in-depth and practical understanding of our 85 traits, 26 competencies, 35 career themes and 500+ benchmarks along with:
 - eLearning pre-class material and short entrance review exam
 - Access to all reference and interpretive material.
 - 2 special dinners & guided facilitation with founder Dr. Larry Cash.
 - Exercises and labs to practice and master what you learn with your own personal SuccessFinder profile as your guide.
 - Cloud platform training, and access to on-line tools and benchmarks.
- 6 personalized supervisory sessions with a SuccessFinder expert to guide and coach you through the rest of the certification experience.
- An 8-part exit exam. Most students view the exams as *review exercises* to test their knowledge and to identify gaps in learning.
- A *Certificate of Completion* and Certification Badge. Once you complete the exam, you will be issued a certification insignia to use on your business card, website, or other marketing materials. You will also be added to our database of certified practitioners.
- 20 SuccessFinder tests to help you get started in your practice.

4. How much does it cost? Competency certification is \$2,000 for the workshop and 2 supervisions. The full certification starter kit is \$14,000.

5. What are some examples of success? Here are some examples of success from our master coach(s), based on recent interviews (all are available as references).

Germaine Watts – SuccessFinder Certified for 10 years

1. *What is the tools' value?* The greatest value that I derive from SuccessFinder is access to a finely and comprehensively articulated behavioral framework.
2. *How has it contributed or improved your sense of professional confidence?*
I think SuccessFinder's greatest initial impact, and maybe also enduring impact, has been the confidence that it has given me in terms of helping people see and appreciate themselves. I find the 85 trait model is rich and well balanced. It makes for fruitful conversations on many different aspects of how people see and experience themselves. The closer I look, the more I can see intricate dynamics through it, and help people reflect on themselves more deeply.
3. *Has there been personal benefit you believe you have derived by working with the SuccessFinder?* It has resulted in a more sophisticated view of people, social systems, and most importantly to me, the dilemmas that we now face as a species. It has led me to believe that appreciation of behavioral diversity is our only path forward.
4. *How has it contributed to your business effectiveness?*
I weave SuccessFinder into my work in the following ways:
 - To help professionals in career transition

- To help develop professionals who want to gauge their own extremes (highs and lows) as they try to be more effective
- For organizational clients considering team and organizational functionality, who want to create a social dynamic with direction and momentum

My work has completely changed. I was an employee until 5 years ago. I now work independently and using this tool has become an important part of my income stream.

Paul Frederick – SuccessFinder Certified for 7 years

1. *How has it improved your business?* It is the basis for my coaching – and 60% is repeat business. The quality of the recommendations supported by sound data is excellent. I use SuccessFinder for agile leadership consulting, executive teams in transformation, and targeted development plans.
2. *How has it contributed or improved your sense of professional confidence or esteem in your work space?* It has directly impacted my motivation, business ethics, and the quality of consultation. I'm making an impact on people; helping them to make sound decisions that have a huge impact on their lives. This makes me feel really good about what I do.

Bruno LUBEIGT – Based in France, SuccessFinder Certified for 7 years

1. *How has SuccessFinder allowed your business to grow?* Everyone is a coach nowadays. But not everyone has this tool. SuccessFinder is THE backbone, pivot, central pillar that gives me so much pertinence and impact when coaching, and sets me apart from competition. If anything, it does it too well, too fast. The light gets switched on too fast, and some people want more magic. I would be hard put to gain the traction I've had in my market without this tool.
2. *What is your selling strategy?* If I sample the test to the right decision-maker, I will earn their business almost every time (60-70% of the cases). About 20% of the time, the client engages me for follow on coaching. With the output of SuccessFinder I know both the content AND style of my client. This is a HUGE time saver, and safeguards against blind spot mistakes. SuccessFinder gives me the profile of my client. The feedback, discussion, and other personal interactions validates this.

Bob Michinsky, Master Certified Practitioner for 15 years

1. *What keeps you motivated to continue to use SuccessFinder in your practice?* I love using the tool because I value the uniqueness and complexity of individuals. I recognize that this richness and subtlety cannot be captured by a few letters or colors. SuccessFinder's high-resolution portrait does, and it continues to drive meaningful conversations that change lives. In coaching and development, the level of rigor provides significant clarity and specificity regarding my clients' areas of strength and illuminates the areas that may require greater intention or effort.
2. *Do you do any organizational consulting?* Yes. When organizations employ the information and insights gained from SuccessFinder to maximize the alignment of individuals and the roles they fulfil, the incremental benefits are significant over both the short and the long term.
3. *Do you recommend the tool to other consultants?* Yes. For practitioners, SuccessFinder provides a platform that allows them to have a significant impact with clients, (again) often described as life-changing, in a relatively short period of time when compared to other coaching/counseling methods. Clients truly feel "understood", and empowered to more fully appreciate and act upon their personal potential.

Alain Forget, Psychologist, Vice President Optimum Talent and Certified Practitioner for 3 years

1. *What has been your journey with SuccessFinder?* When I started using SuccessFinder, more than 3 years ago, I already had more than 30 years of experience in I/O psychology consulting. The last 13 years have been dedicated mainly to psychometric assessment using the traditional multi-tools approach. I was using SHL-OPQ and MQ-5, Jackson Personality Inventory and Jackson PRF, Thomas-Kilmann Conflict Test and intake interview. Occasionally, I used different In-Basket exercises or cognitive skills tests. Back then, we all dreamed of predicting performance at work but our ability to do so was very limited with the traditional multi-tools approach. It was even harder to compare candidates between them with reliable and objective data. We were relying heavily on the clinical judgment of the psychologist, who was acting as the integrator of multiple unrelated sources of information. I felt that additional time invested into data analysis and report writing was a poor substitute for the limitations of the psychometric tools I used. It just increased my qualitative workload, stress and frustration.

During my SuccessFinder certification, I was astonished by the sophistication of the design of questionnaire and expert model supporting narrative report writing, comparative data and the benchmarks. I was astonished by the ability of the tool to accurately predict the probability of professional success. I decided to quit the practice of traditional multi-tools psychometric assessment and to work with SuccessFinder almost exclusively. My level of qualitative and quantitative workload was reduced significantly and the “fun factor” associated with psychometric assessment came back. I am convinced that with SuccessFinder I am in a better position to support my clients with decisions regarding the management of talent within their organization(s).

2. *Wow, anything else?* In the last 15 years of my life, working with SuccessFinder is one of the two best experiences that happened to me. That, and of course meeting Rina, who became my wife.

