



successfinder

STRATEGIC TALENT ANALYTICS: Your Key To Building A High-Performance Workforce

You know a **high performer** can deliver **4X THE PRODUCTIVITY OF THE AVERAGE PERFORMER**. But how do you find and develop an army of high performers that are both meeting your corporate imperatives and doing what they love? That is the real trick. **“Getting the right people on the bus, the wrong people off the bus, and the right people in the right seats”**
– Jim Collins (Good to Great)

At SuccessFinder, we are making it our business to distill important, actionable behavioral insights from across your organization. It's part of the data you need to make the key workforce decisions that will drive success.

HOW IT WORKS

SuccessFinder is a powerful, proven assessment tool used to power both individual talent management decisions (recruitment, development, career transition and counseling) as well as strategic organizational-level initiatives (succession planning, leadership development and team alignment).

The cloud-based SuccessFinder assessment tool collects thousands of individual “behavioral DNA” profiles that — coupled with analytic insights— can give you the objective organizational talent data you need to create an organization where everyone is working at their best.

- Extracting key organizational insights based on collected behavioral data.
- Reporting to leadership with output that includes: shared/collective behavioral patterns; strengths; competency “blind spots”; and what these patterns mean from a business perspective.
- Feedback sessions to confirm we have met the specified goal of the engagement.

OUTCOMES YOU CAN EXPECT

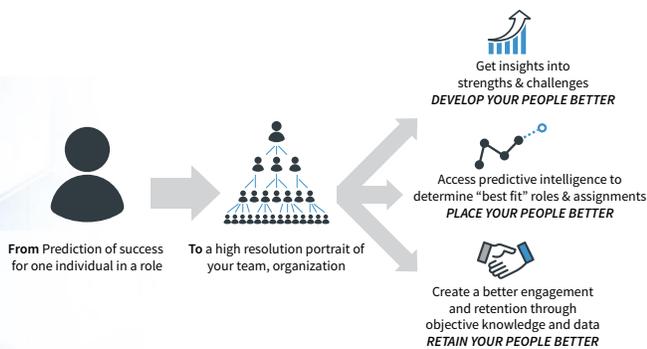
Some recent examples of clients' experience.

1. A leading **consumer products retailer** merged with its largest competitor to form a single \$4B entity. A converged company strategy was defined and an executive leadership team was formed with the goal of spearheading a major cultural transformation that would lead to a successful IPO within three years.

SuccessFinder was used to identify the executive competencies needed to execute on this ambitious strategy. The team's first undertaking involved revamping the role profiles of the top twenty positions in the company to reflect the new strategic plan. Several new roles were filled based on the new success profile, including those of CFO and COO.

The result has been a seamless translation of high level corporate strategy into the executive and managerial competences needed to meet the overriding business objective. This was a key in driving the right behaviors so that this is now a single team aligned to shared goals that play to each player's individual strengths.

2. A large **international mining company** wanted to both improve safety across geographies and have a positive impact on financial metrics.



Strategic analytics can help you better understand the behavioral alignment of your workforce against your business objectives.

Our proven methodology includes:

- Understanding the specific context of your company and culture.
- Identifying the challenges or opportunities you want to address.
- Assessing targeted behavioral profiles and segmenting the data in relevant categories (business unit, function, hierarchical level, region, etc.).

The first action was to identify crucial roles that could have immediate benefit. A benchmark study was implemented for first-level manager mine operators which included the regional and cultural nuances important to success in each geography. SuccessFinder helped create a high performer profile for this role which is now used to hire and promote individuals in this crucial role.

In the first year alone, risk factors decreased and performance in the mines have improved to the extent that the model is being rolled out across the company.

- 3. SuccessFinder was asked to build a store manager profile for a **large privately-held retailer**. Not only did the business want to ensure the right team was in place to meet financial metrics but they also wanted to operationalize the core cultural values and behaviors key to their historic growth.

SuccessFinder built a behavioral model for both manager and director levels within the company. This retailer then promoted based on those profiles. The outcomes of the engagement included success across all financial metrics, including a dramatic increase in overall store revenues for the managers that aligned with the constructed profile.

At the end of each engagement, the insights presented from SuccessFinder data have engendered action by our clients' leadership teams. Unlike many less effective HR strategies, these outcomes have proven to have lasting impact.

THE SCIENCE OF SUCCESSFINDER

With over four decades of research, we can predict success with an average validity rate of 85%. Why? Unlike most personality assessments that typically assess >20 behavioral characteristics, we have 120 components that capture the most complete profile for each individual test taker.

Once we have this very detailed behavioral profile, we match it against our expert models to provide **valid results** at the individual, team and organizational level. Both the quantity and the quality of data is the foundation upon which we extract high value insights.

ONLINE CLOUD BASED PLATFORM

SuccessFinder's assessment is the equivalent of a battery of psychometric tests. The only assessment with 120 elements that can accurately predict success

85 TRAITS - 8 CLUSTERS

- Ps Problem Solving
- Wh Work Habits
- Mf Motivational Factors
- Sa Self-Assessment
- Hr Human Relations
- Cs Coping Strategies
- Lp Lifestyle Priorities
- Vi Vocational Incentives

35 CAREER THEMES

- Bc Business Cluster
- Ic Investigative Cluster
- Pc People Cluster
- Ec Expressive Cluster/
- Sc Services Cluster
- Tc Trade Cluster
- Cu Consultant Use



The power is in the number of data points captured

85
Behavioural
Traits

35
Career
Interests

26
Competencies

500
Career Success
Benchmarks

600+
Data Points Captured



BOTTOM LINE BENEFITS

By partnering with SuccessFinder for strategic talent analytics, our clients are making talent decisions based on a scientific approach to data that works in the real world.

Here's what they tell us, we:

- **Gain a better understanding of our people**, including their natural work styles, fit with our culture, and potential for success.
- Use the analytics to make **high-stakes talent management decisions** that are aligned with our business strategy.
- **Mitigate risks** involved when executing cultural transformations and/or planning mid to long-term succession.
- Know **who to target** for promotion and into our accelerated leadership programs.
- **Decrease training and onboarding costs** due to a clear understanding of highest need behavioral change.
- **Experience higher engagement** due to people understanding and operating in their strengths.
- **Increase retention** due to knowing the behavioral fit, especially for hard to fill roles.

TALENT ANALYTICS DATA REPORT SAMPLES

The Leadership Scorecard report uses the averages and distribution of your talent pool to understand the strength of your incumbents against relevant SuccessFinder high performer benchmarks.

In the example below, the aggregate scores of directors and managers (in sales) are presented against how they compare to **high performers** in that role. All of this is live data and drillable down to the individual level.

Leadership Scorecard:

The data presented in the scorecard answers key talent management questions like:

*What is the upward mobility potential of my management talent pool?
How do we compare to the best?*

What are the implications for next transitions, succession planning?

LEADERSHIP SCORECARD

		Director Potential	Regional Director	National Director	Vice-President, Sales
Incumbents					
Directors in Sales	Average	68	65	57	54
	Scoring above 60	70%	60%	40%	40%
Managers in Sales	Average	61	56	*Compared with SF benchmarks	
	Scoring above 60	55%	40%		

HIGH PREFERENCE
100-60

MEDIUM PREFERENCE
59-40

LOW PREFERENCE
39-0

Team Scorecard by Competency:

In this report, we are showing the strength(s) of your individual team members across 26 unique behavioral competencies. Leaders can quickly assess individual as well as collective team styles for key insights into development and alignment opportunities. Asking questions is especially helpful if you are considering major change initiatives or need to understand team dynamics at a behavioral level.

Questions like:

What are the collective strengths of the group? Where are there collective gaps?

Are gaps such that it will impact our ability to execute on our business objectives or strategy?

TEAM SCORECARD

	Alex S.	Jane B.	Jeff Z.	Pat V.	Martin S.	Sarah P.	Lisa P.	John S.	Group Average	High Performing Executives	Low Preference 0-39	Medium Preference 40-59	High Preference 60-100
Thinks Conceptually	35	80	59	55	69	91	41	41	59	62	1	4	3
Thrives in Chaos	58	68	60	48	43	78	59	49	58	63	0	5	3
Inspires Others	61	70	45	55	37	69	81	42	58	59	1	3	4
Leads Decisively	78	54	45	43	60	41	77	46	56	71	0	5	3
Focuses on Results	60	64	70	57	26	73	37	54	55	61	2	2	4
Demonstrates Character	35	73	58	45	47	65	46	64	54	69	1	4	3
Demonstrates Energetic Enthusiasm	30	66	58	65	74	20	53	67	54	59	2	2	4
Maintains Accountability	65	78	51	35	55	78	41	28	54	58	2	3	3
Manages Self	42	55	72	46	63	60	38	53	54	51	1	4	3
Manages Stress	45	63	61	41	53	51	64	48	53	60	0	5	3
Strives for Excellence	49	58	56	42	67	62	42	47	53	54	0	6	2
Reasons Critically	59	43	75	42	23	53	48	68	51	68	1	5	2
Utilizes Humor	56	35	33	74	53	53	51	53	51	50	2	5	1
Establishes Alliances	34	51	58	79	62	26	26	66	50	53	3	2	3
Communicates Clarity	49	55	33	65	31	80	38	38	49	61	4	2	2
Embraces Change	34	47	48	45	34	71	54	36	46	51	3	4	1
Sustains Profitability	74	41	34	55	15	23	84	40	46	43	3	3	2
Exercises Political Influence	62	35	38	40	48	50	56	28	45	46	3	4	1
Overcomes Adversity	48	48	34	34	44	59	40	42	44	63	2	6	0
Builds Consensus	33	46	58	40	54	28	30	47	42	53	3	5	0
Demonstrates Community Consciousness	28	53	63	15	54	37	34	47	41	50	4	3	1
Drives Achievement	44	33	31	35	13	38	77	47	40	38	5	2	1
Initiates Independently	28	41	36	40	42	38	40	49	39	56	3	5	0
Promotes Compelling Vision	40	29	42	20	63	53	34	28	39	53	4	3	1
Seeks Innovation	37	24	33	25	79	36	21	32	36	47	7	0	1
Establishes Order	33	29	49	20	45	27	23	58	36	52	5	3	0

HIGH PREFERENCE 100-60 MEDIUM PREFERENCE 59-40 LOW PREFERENCE 39-0

About SuccessFinder

SuccessFinder is a talent assessment and career success prediction company, proven in global and mid-sized organizations across the world. Our robust cloud-based solution is used to predict — with 85% accuracy — the “behavioral DNA” connection between people’s behavioral traits and their likelihood to succeed across more than 500 unique roles.

www.SuccessFinder.com