



# HOW TO EFFECTIVELY USE ASSESSMENT TOOLS THE ASSESSMENT TOOL SEVEN DEADLY SINS

THE SELF MANAGEMENT GROUP, IDENTIFYING & BUILDING ON STRENGTHS

## Quick Links:

For more information or to register for a complimentary evaluation code

11H [www.selfmgmt.com/pre\\_eval\\_form.asp](http://www.selfmgmt.com/pre_eval_form.asp)

To learn how you can use assessments to build a high performing team?

12H [www.teachmeteamwork.com/audio/jay\\_kipps.mp3](http://www.teachmeteamwork.com/audio/jay_kipps.mp3) as Business Development Advisor Jay Kipps discusses this topic

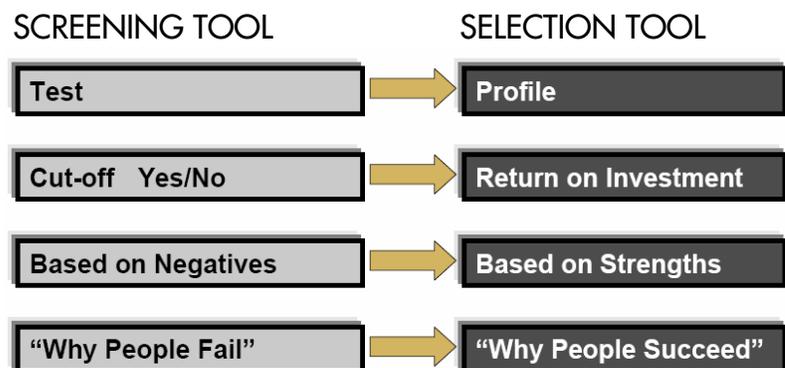
Learn what to look for and avoid in an assessment tool.

13H [www.teachmeteamwork.com/docs/Assessing-Assessors.pdf](http://www.teachmeteamwork.com/docs/Assessing-Assessors.pdf) entitled *Choosing the Right Assessment Tool for your Training Business* by Jason Kipps and Colleen

**Tom Heck and Jason Kipps, Marketing Director & Business Development Advisor to the Self Management Group recently hosted a teleconference on the effective use of assessment tools and the mistakes that people commonly make when using assessment tools in their business. What follows are the bulleted notes from that call.**

## COMMON ASSESSMENT MISTAKE #1

Confusion between screening and selection



## COMMON ASSESSMENT MISTAKE #2

Using non-validated tool in selection, coaching, training, and teambuilding:

If you are using an assessment tool you are smart to do so. Make sure the tool you are using is continuously validated and the performance predictions in the tool are compared to your companies performance matrix. A non-validated tool is limited to general norms and anecdotal comparisons. A non-validated tool can not legally be used as part of the selection process.

## COMMON ASSESSMENT MISTAKE #3

Using screening tools for coaching and management:

Tools with psychometric depth are a great starting point for coaching and training programs. You wouldn't buy a business without a good, professional, third-party assessment. A normative psychometric will aid the coaching plan. If you don't understand a persons strengths you don't know where you are starting with them in your development efforts. A psychometric assessment

will accurately tell the trainer what investment will be needed in order to help turn an individuals potential into performance.

#### COMMON ASSESSMENT MISTAKE #4

Using Type Indicators as Performance Predictors:

A type indicator is only descriptive. You can not use a descriptive tool to compare the candidate to population norms or to other candidates. Many organizations make the mistake of allowing interpreters, managers and recruiters to use a type indicator as a performance predictor.

#### COMMON ASSESSMENT MISTAKE #6

One size does not fit all:

The psychological make up of a successful entrepreneur is different than the psychological make-up of a successful call center employee, manager or franchise owner. At the Self Management Group we have a variety of different normative, psychometric assessments for a variety of different roles.

#### COMMON ASSESSMENT MISTAKE #7

Using skill or IQ tests to predict performance:

The SAT's have little correlation to success in university. A typing test will predict how many words you can type but not performance and it will not predict your willingness to do the work. The best assessments have a direct correlation to performance appraisal.

#### COMMON ASSESSMENT MISTAKE #8

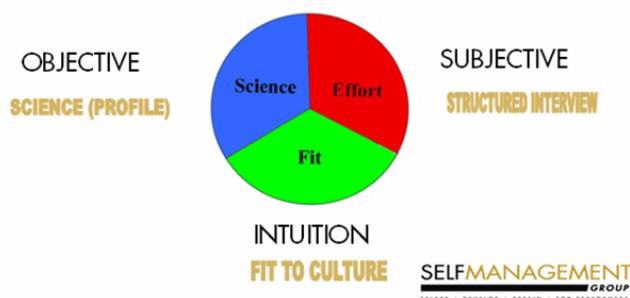
Failing to partner with the assessment company and leverage the data you are collecting:

Most vendors tend to sell a tool, put it in place and then leave it. Vendors rather than partners- times change, cultures change etc. At the Self-Management Group we believe in continuous improvement and improve validity of the tool to reflect changes in a companies culture, and even changes in legislation like changes to the ADA. A good profile provider is prepared to respond to these changes.

#### COMMON ASSESSMENT MISTAKE #9

Relying to heavily on the profile:

##### SELECTION PROCESS



Profiles should never be more than 1/3<sup>rd</sup> of the selection decision but should always be at least 1/3<sup>rd</sup>. The other common mistake is that they don't like the profile and just go with gut feel. There are 2 common traps- the chemistry trap and the miracle trap. **Chemistry:** hiring manager likes the candidate and skip the due diligence process. Don't hire on like-like is a green light to start the selection process not jump ahead to hiring.

**Miracle Trap:** Occasionally a manager will hire someone that the profile predicted would not workout or be a high performer. You can make anyone successful if you invest enough in them, but at what cost? If you are willing to wake them up, shave them, make all their sales calls for them, they can be strong performers. Everyone has heard of someone who has made someone successful if you are willing to pay the price. We see people who we predict would not do well and they do well but then burn out because (as indicated in the profile) the role is not a natural fit for them.

**Closing:**

If you are not systematic, you can't be predictive:

Lots of organizations are run on anecdotal information rather than a systematic, science based approach to talent development. There are 2 common errors than organizations encounter when using a selection system. We refer to these as Type 1 & Type 2 Errors.

**Type 1**= occurs when the organization ends up hiring someone who turns out to be a bad (poor performer)

**Type 2**= occurs when your selection and interview process ends up overlooking a candidate that would have been good in the role.

**The only way to improve Type 1 and Type 2 errors is to use a performance predictive system. The Self Management Group is a world leader in the selection and development of high performers.**

**Click on any of our profile logos to read more about each tool.**

**FOR SALES POSITIONS:**



The Personal Orientation Profile (POP™) is used to select competitive sales people.



The SalesPro™ is used to select and develop relationship building sales professionals.

**FOR SERVICE POSITIONS:**



The AdminPro™ measures the potential for success and suitability to specific careers in an administrative environment.



The CustomerCarePro™ is designed for the selection, training and coaching of people for customer contact centers, call centers, hospitality and other roles that require first-rate client/customer relationship management.

#### **SERVICEPRO™**

The ServicePro™ identifies and selects individuals to fit a wide variety of service cultures including call centers, retail outlets, personal services and dealing with internal customers and clients.

#### **ITPRO™**

The ITPro™ identifies the inherent personal strengths, attitudes and aptitudes that will help individuals become more effective and productive in evolving Information Technology cultures.

### **FOR SUPERVISOR POSITIONS:**

#### **SUPERVISORPRO™**

The SupervisorPro™ provides critical insight into the attitudes and source traits that lead to success in supervisory and team leader roles.

### **FOR EXECUTIVE/PROFESSIONAL POSITIONS:**

#### **MANAGEMENTPRO™**

The ManagementPro™ assesses the factors that allow managers to manage people and performance together effectively.

#### **EQPRO™**

The Emotional Quotient Profile (EQP) provides an assessment of an individual's ability to process emotional information and apply the information effectively.

#### **PROFESSIONALPRO™**

The ProfessionalPro™ is the profile for professional positions whether they consult with individuals or provide enterprise solutions.

#### **FRANCHISEPRO™**

The FranchisePro™ is designed to assist Franchise systems in the selection of franchisees who are most likely to be successful while integrating with the system.

**Who we are:** We help people recruit, select, develop, and retain self-managed, top performers. Our most successful clients increase performance and results by putting science in their recruitment and strategic development. Clients partner with us to identify their strengths and do more of what they do well. Our proprietary approach is based on 25 years of research into the core character traits

that lead to performance and retention in any work environment. Our work falls into three main areas:

Selection Systems



**Recruitment & Selection Systems:** *Do you have enough applicants? Do you accurately predict performance and retention before hiring and training?*

Our cost-effective, paperless recruitment, screening, and free applicant tracking system will provide you with a continuous stream of pre-qualified candidates without overwhelming your hiring staff or hiring budget. Psychometric profiling services help companies select those candidates that are scientifically predicted to perform and help managers to coach more effectively.

Research & Consulting



**Research & Consulting:** *What does the data say about your people, your performance and your organizational culture?*

Our success is the result of ongoing research into the performance traits of more than 3 million people. We conduct regular studies that help our clients understand what they need in order to build deep layers of talent, develop effective succession plans and build committed organizations that are dedicated to performance and results at every level.

Training & Development



**Self-Management Training & Coaching:** *Interested in developing a stronger high-performance culture?*

We help employees become less management-dependent and more engaged in their work. Our workshops focus on hiring winners, candidate selection, effort-management, self-management, team-building, stress-management, career self-management and executive coaching. Our training and coaching is proven to help people take responsibility for their performance while becoming accountable for results.

FOR MORE INFORMATION OR TO EXPERIENCE A COMPLIMENTARY PROFILE PLEASE CALL 1-800-760-9066 Ext 248. AND ASK FOR JAY