



Product Overview
Fact Based *Talent* Decisions

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Talent Analytics' Advisor™

Fact Based *Talent* Decisions

Close to a decade ago, Talent Analytics, Corp. set about to solve the challenge of linking talent to successful strategy execution.

A team made up of some of the industries most brilliant minds came together to focus on and solve this dilemma. Our talent analytics team includes business experts, innovative software architects and statisticians. The result is Advisor, a SaaS-based software platform for Talent Analytics.

Advisor gathers human behavioral and ambition characteristics into easily understandable metrics, which tie directly to business performance. Advisor quantitatively breaks out what makes a company's teams tick. This key technology links corporate culture to business operations and outcomes.

Advisor transforms "people issues" from the world of mystery to the world of metrics and encouraging businesses to compare leaders, try on teams, and forecast how decisions will be embraced (or not).

[Contact us today](#) to learn more about how Advisor can help your organization (finally) understand your most important asset!

"Using Advisor is a no brainer."
*Brian Brandt, Global Director
Organizational Effectiveness
Whirlpool Corporation*

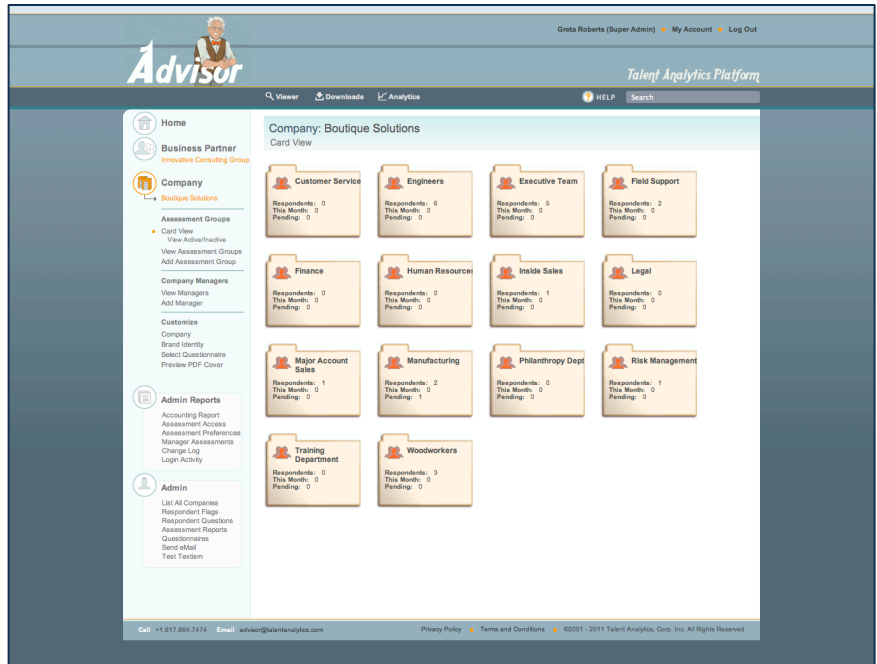
"I liked what I saw in Advisor, in terms of the way you could really see across an enterprise, because that's where the work begins".

*Jim Champy, MIT Board of Trustees
Chairman Perot Systems
Business Reengineering Expert*

Talent Analytics Platform – Advisor

Advisor is a visual, flexible, highly intuitive (and dare we say fun) SaaS application. It requires no software installation or maintenance. Advisor gathers, analyzes and helps business leaders visualize critical talent data in ways not currently available from either talent management or business intelligence solutions.

Advisor's data helps business leaders make better and smarter business strategy decisions by forecasting how current or future talent will help or hurt business efforts. Talent information is presented visually, which encourages business, analytics, human capital and consulting professionals to explore talent information and anticipate insights that directly affect business performance.



Advisor Functionality

- Talent metrics easily and quickly (25 minutes or less) collected online – a team, a group, or a company at a time.
- Configured around your own talent data allowing you to freely explore and visualize the talent in your teams or companies.
- Instant displays team, group, cross-functional or cross company talent information for immediate review and analysis.
- Elegant and configurable visuals: Line chart, Scatter plot, and Combination Scatter and Line chart, Table Chart, Dials
- Visual format helps highlight talent trends likely to directly affect business strategies.
- Richly interactive platform for exploratory talent data analysis.
- Encourages business professionals to perform on-the-fly analytics based on knowledge, intuition, and desire to answer the next question.
- Advisor's analytics encourage the user to interactively visualize, aggregate, filter,

and drill into talent information.

- Users reach faster insights with Advisor, bringing clarity to company and business unit business strategies and the talent asked to accomplish them
- Analyze multiple different datasets in one application
- Roll-up and aggregate values on the fly or filter-down or drill into the smallest details of interest
- Easily download visual analytics as a jpg to be easily usable by presentation software.
- Advisor turns qualitative talent information into quantitative information able to be used as a “stand alone system” or combined with existing talent management or business intelligence solutions.

Assessment Group: Sales Reps

Date	Respondent	Benchmark Match Overall DISC Amb	DISC Score				Ambitions Rank						
			D	I	S	C	ECO	ALT	THE	AUT	POL	IND	CRE
01/20/11	Manny Manchests	70% 87% 54%	83	87	26	16	2	4	3	7	1	5	6
01/22/10	Andy Generale	65% 78% 93%	94	84	11	8	1	4	3	5	2	6	7
01/22/10	Marybeth Brosnan	71% 83% 59%	96	67	6	23	2	5	4	1	3	7	6
04/01/09	Raquel Johnson	46% 80% 11%	57	90	23	23	5	2	7	1	6	4	3
01/02/09	tommy taxi	43% 75% 11%	29	77	18	29	6	1	5	2	7	4	3
01/02/09	Firdaus Zaharias	83% 85% 80%	83	60	32	12	2	5	4	3	1	7	6
12/31/06	Rashida Jones	67% 82% 52%	78	46	28	14	5	1	2	7	6	4	3
09/10/08	John Publick	62% 89% 75%	77	58	29	26	1	7	4	3	1	5	6
08/29/08	Warren Trexler	84% 90% 38%	85	60	23	54	5	3	7	6	4	2	1
08/22/08	Camille Hagerman	91% 87% 95%	78	90	12	32	2	4	3	5	1	6	7

Summary	Benchmark Match			DISC Score				Ambitions Rank						
	Overall	DISC	Amb	D	I	S	C	ECO	ALT	THE	AUT	POL	IND	CRE
Benchmark	70%	84%	57%	81	72	25	39	2	4	3	7	1	5	6
Average	70%	84%	57%	76	72	21	24	3	4	5	4	4	5	4
Minimum	43%	75%	11%	29	46	6	8	1	1	2	1	1	2	1
Maximum	91%	90%	95%	96	90	32	54	6	7	7	7	7	7	7

Key

- Top candidate. In top 15% of candidate scores in a representative sample.
- Above average candidate. In top 35% of candidate scores in a representative sample.
- Average candidate in a representative sample.
- Below average candidate. In bottom 35% of candidate scores in a representative sample.
- Bottom candidate. In bottom 15% of candidate scores in a representative sample.

Doing Business with Advisor

Quantify Characteristics of Top Performers

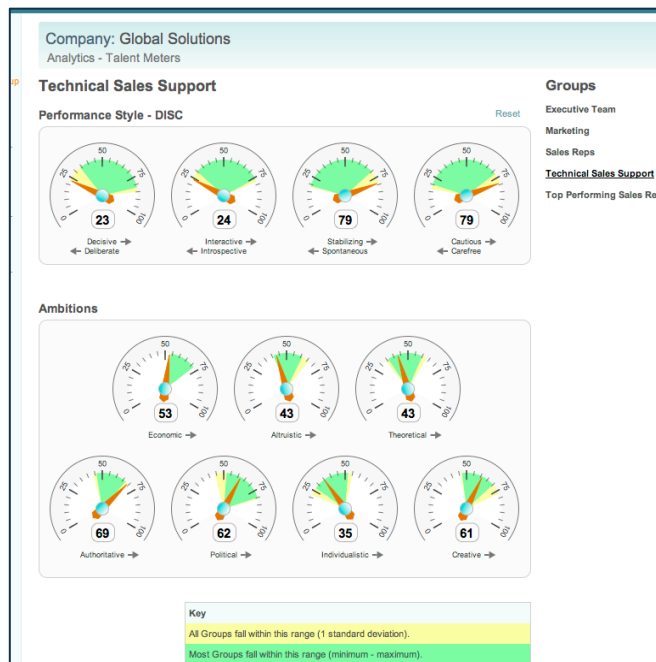
- Traditional hiring metrics (including attrition, age, gender) have limited use in quantifying characteristics of top performers for use in future hiring. Advisor makes this simple. Top performers complete a short survey. Advisor stores metrics from top performers to discern behavioral and motivational patterns into a “benchmark.”
- New applicants then complete the survey, and are quantitatively compared to the performance benchmark. Further, the applicants’ information generates reports, behavioral flags and focus areas for intuitive and targeted follow-up during the interview process.

Business / Talent Strategy

- Does current talent support, or hinder business goals – visualized by company, by team or cross functionally.
- Are executives and leaders energized by the business mission and goals or they “paying lip service”?
- Forecast likelihood of leaders’ personal investment in business strategies.
- Training? Is it likely to pay dividends or is change likely to be short-lived?

Mergers and Acquisitions

- After the financial deal is final Advisor is indispensable.
- Identify & bridge business culture gaps.
- Forecast and preempt executive team clashes.
- Highlight teams who would thrive working virtually vs. those that need an office environment.
- Deliver a highly accurate “Team Playbook” describing each employee’s preferred communication approach.
- Update every employee’s address book with personal communication preferences.
- Provide data point to help integration team understand if leaders are aligned (or not) with new initiatives.
- Create post merger integration programs designed to accomplish business goals and talent helping to accomplish those goals.
- Create effective communications strategy to optimize acceptance by merged leaders and employees.

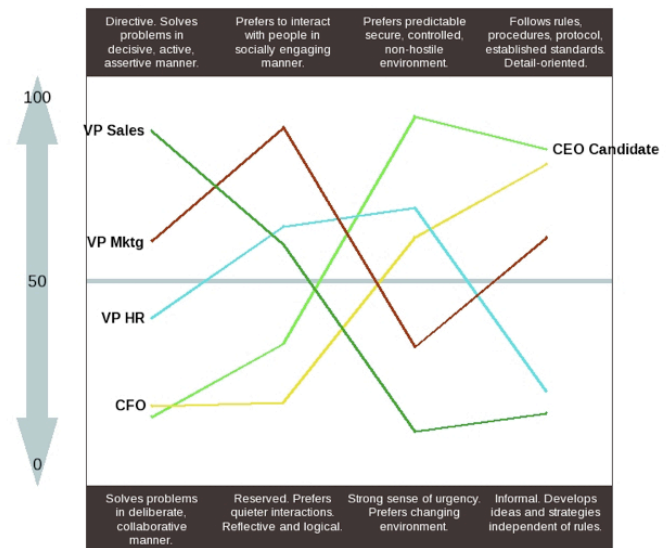


Change Management

- Gauge organizational, team or individual readiness for change.
- Understanding of talent needs helps change professionals create change programs optimized to gain commitment and cooperation.
- Allow organizational design professionals to anticipate, prevent and resolve conflict during change.
- Design programs that align talent with business goals.
- Create effective incentive and motivation programs.
- Design communication strategies that “work” for different talent needs.

Building High Performing Teams

- Easily visualize permanent or temporary teams. Anticipate interactions. Visually build team to optimize for success.
- Anticipate (or diagnose) cross-functional team challenges.
- Visually design cross-functional teams optimized for varied or focused characteristics.
- Visualize consultant and customer teams to maximize performance.
- Visualize executive team.
- Anticipate and describe blind spots or challenges.
- Provide talent playbook for leaders, managers and employees.



Sales Force Optimization

- Instantly visualize sales talent’s drive and approach to selling. Are they likely to have a strong desire to deliver business results or will they need close supervision?
- Visualize strengths and blind spots of sales management team.
- Perform gap analysis on sales team to identify training and coaching areas.
- Use Advisor’s critical data point in moving, re-allocating or re-sourcing sales talent likely to continue struggling to accomplish their goals.
- Use Advisor’s talent analytics to compare top and bottom sales performers.
- Use Advisor’s data as one data point to consider when discussion if the sales team can work effectively at home.
 - Is your sales team made up of people that are naturally competitive with an inner drive to excel and advance their position
 - Is your sales team ideally suited for selling products or solutions?
 - Would they be better at a long sales cycle or a shorter one
 - Are your sales managers really wishing they were still individual sales performers who could close their own deals, or do they love being managers
 - Are sales manager likely to love mentoring?

Advisor's Innovations

- It measures a difficult and unique data type – people.
- It pushes businesses to think differently about their employees.
- It appeals to both the qualitative and quantitative sides of the house – no small feat.
- Because Advisor is built on an open platform, it is easy to extract Advisor's talent information for inclusion in Talent Management, Business Intelligence or other business analytics efforts.
 - *Quantitative data* – Extract 11 dimensions about each person and combine it mathematically with attrition, training, development, or other performance data for interesting correlations.
 - *Non-quantitative data* (Enterprise CUEcard™, Team Playbook™, PDFs and reports – specific to an individual, a team or a company).
- Advisor builds bridges between psychological measurement, practical business application and analytics.
- It's not just "a better mousetrap" within an existing analytics category; it defines new concepts in a new category.
- Advisor allows businesses to value the intrinsic nature of their talent as an asset, rather than superficial external factors. Intelligent early adopters can begin to use Advisor as "Talent Asset Allocation software" to sculpt and engineer high-performance teams.

"Because of Advisor, Celerant now has the ability to scientifically plan the way we build teams, a tremendous value for the way we go to market."
Matt Marciniak, Director of Strategy & Business Dev't, Celerant Consulting

"RAIN Group uses Advisor to visualize, identify, and position human capital in ways to improve performance, increase revenues and enhance employee engagement."

John Doerr, President, RAIN Group

- Advisor changes the definition of who owns the employee relationship. Traditionally employees are the purview of HR who "finds, feeds and scolds" them. Advisor moves employees into the purview of analytics; a complex set of measureable characteristics businesses can deploy to

solve business challenges.

- Advisor moves beyond using traditional psychometric statistical analyses to understanding talent metrics, and far beyond Talent Management software which only tracks talent meta-data.
- Advisor has the potential to revolutionize customer intelligence and actuarial research, by adding the perspective of talent metrics. Advisor injects talent data and psychometrics into Business Intelligence, corporate dashboards and predictive analytics.

Differences from Competitive Alternatives

1) One related competitive category is Talent Management Software, which measures activities of employees (i.e. hire date). This is meta-data about people and their job functions. Advisor measures intrinsic characteristics about the people themselves.

“Advisor is a great tool to highlight talent issues that help kill and destroy business success.”

John Furth, President

Association of Mgmt. Consulting Firms

2) Another related competitive category is “old school” psychometric measures for individuals - like Meyers Briggs. Though Advisor also measures people – the similarity ends there. Advisor’s primary focus is business, and not the individual. The instruments are calibrated to business success factors, not self-actualization factors. Plus, Advisor is built to manage, graph, compare, and analyze teams, companies, and industries not just individuals. Advisor stores data to be used over and over again not used once, for one individual.

Transforming the Talent *Measurement* Industry

- 1) Through Advisor, business leaders and HR are realizing that talent data is a vital asset when implementing new strategies and change initiatives. The management consulting industry is realizing the power of using talent data in client engagements and the emptiness of not having it.
- 2) In today’s business environment where the stakes are higher, businesses are tightening their belts, people are being asked to do more with less, and Advisor is the perfect business advisor.

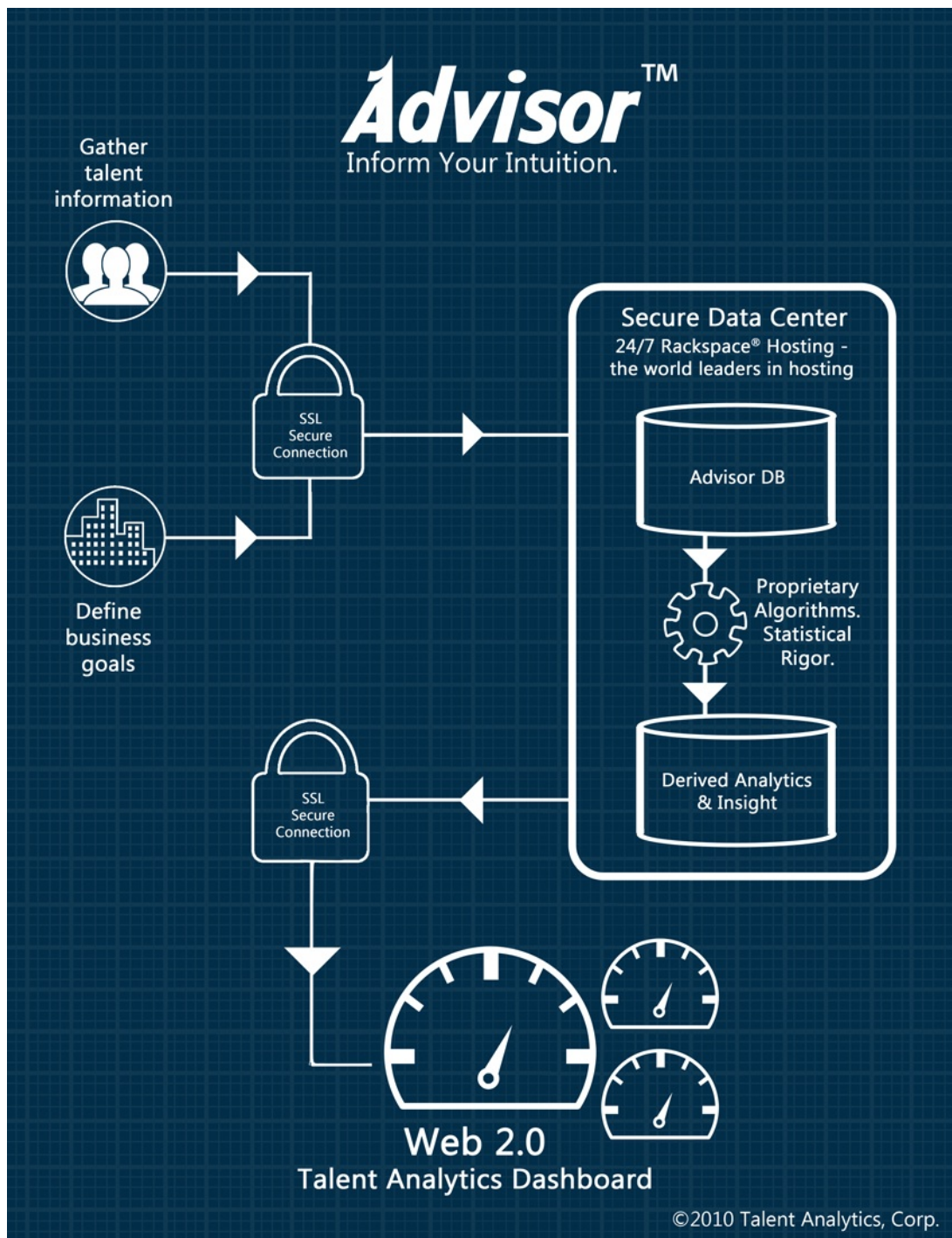
It’s difficult to imagine more of a success driver than the actual personal makeup of a company’s leadership and teams. The ability to measure, compare, correlate, graph and otherwise analyze this is a stunning innovation.

“Advisor’s outputs enable our leaders to understand what they can expect from colleagues on key dimensions.”

Mike Kuczkowski, EVP, Edelman PR

Advisor's Blueprint

Innovative, Modern, Scalable, Secure, Addictive



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