

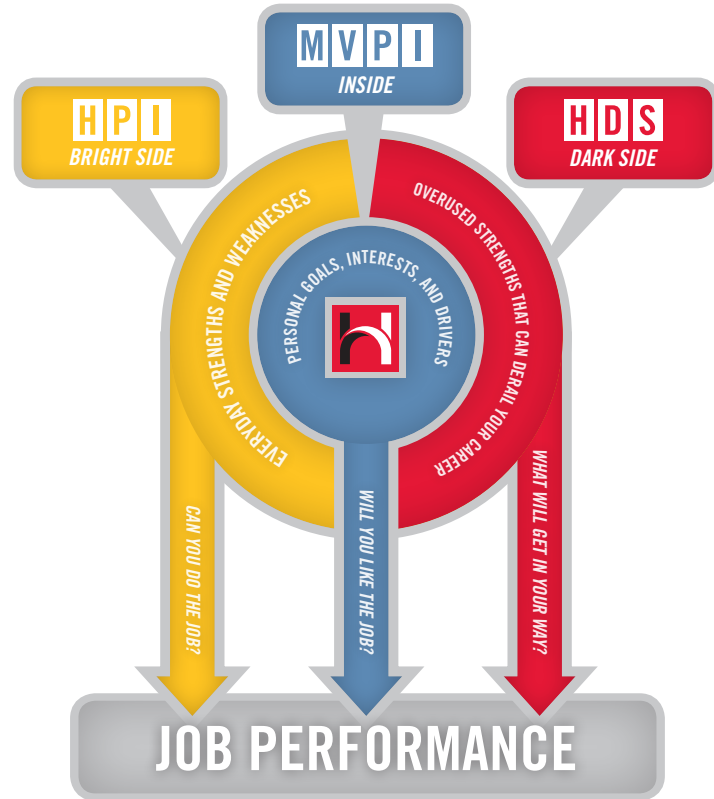
WHY PERSONALITY?

How Hogan assessments can help you hire the right people, identify and develop talented individuals, build better leaders, and improve your bottom line.



● ● ● In business, there are two keys to success: money and people.

Our comprehensive approach to personality assessment provides the depth and detail you need to hire the right people, identify and develop talented individuals, build better leaders, and improve your bottom line.



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● ● ● WHAT DO PEOPLE WANT?

Is it financial security; the opportunity to innovate; the desire to make a difference? People's core motives, values, and interests affect every aspect of their lives, from what they find rewarding to their behavior and decision-making. Understanding your employees' values is key to creating an engaged, motivated workforce.

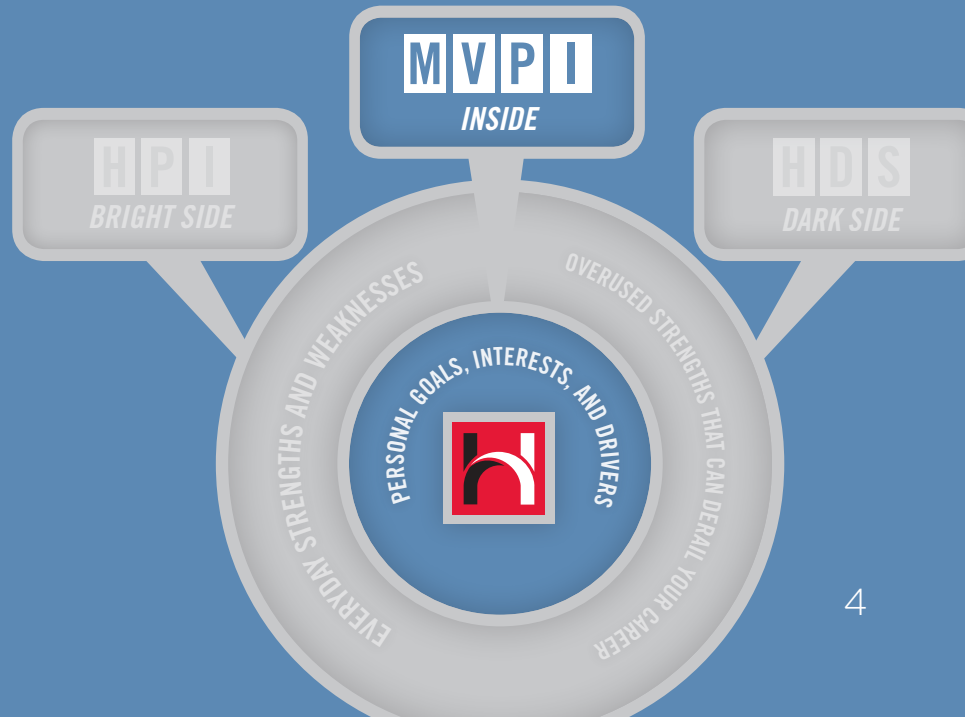
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MOTIVES, VALUES, PREFERENCES INVENTORY

The MVPI identifies the core motives, values, interests, and beliefs that determine what kind of work people find fulfilling, how they fit into an organization, and what gets them out of bed and to the office each day.



● ● ● HOW WILL THEY GET WHAT THEY WANT?

Pilots should know how to fly, engineers should know math, and writers should know the difference between affect and effect. But career success depends on more than education, experience, or technical skill. Bright-side personality describes the characteristics necessary for success in careers, relationships, education, and life.

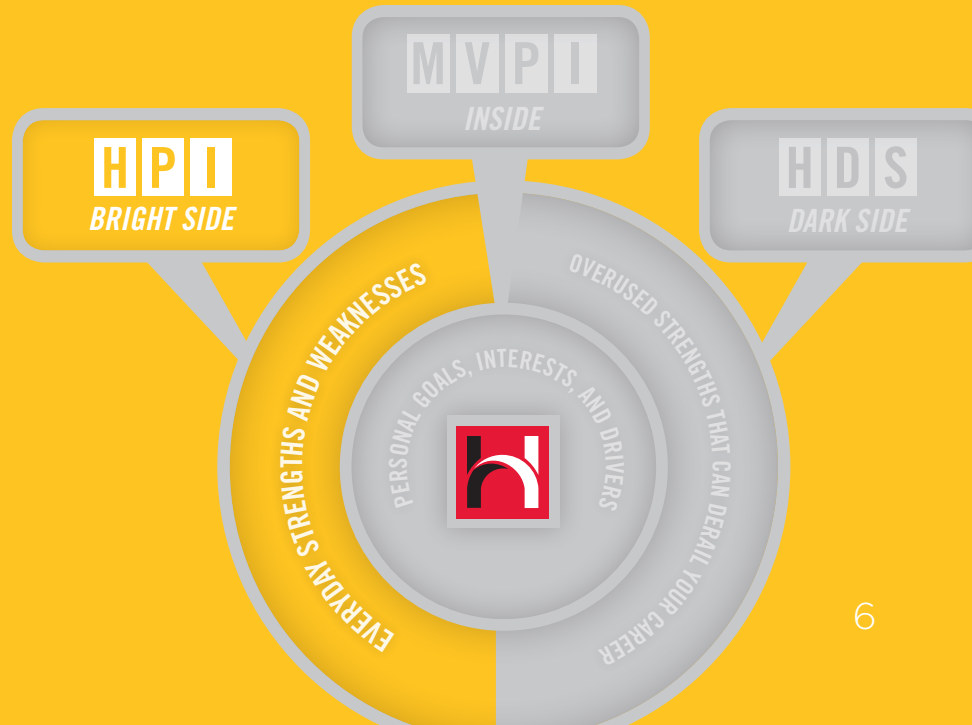
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HOGAN PERSONALITY INVENTORY

The HPI describes people's bright-side, or normal personality - the way they behave when they are at their best. Bright-side personality predicts people's strengths and shortcomings, work behavior, and leadership style.



● ● ● WHAT WILL GET IN THEIR WAY?

Under stress, people's greatest strength can become their biggest weakness. The ambitious salesperson earns a reputation as a cutthroat competitor. The meticulous accountant turns to nitpicking or micromanaging. If these behaviors go unchecked, they can become crippling career derailers.

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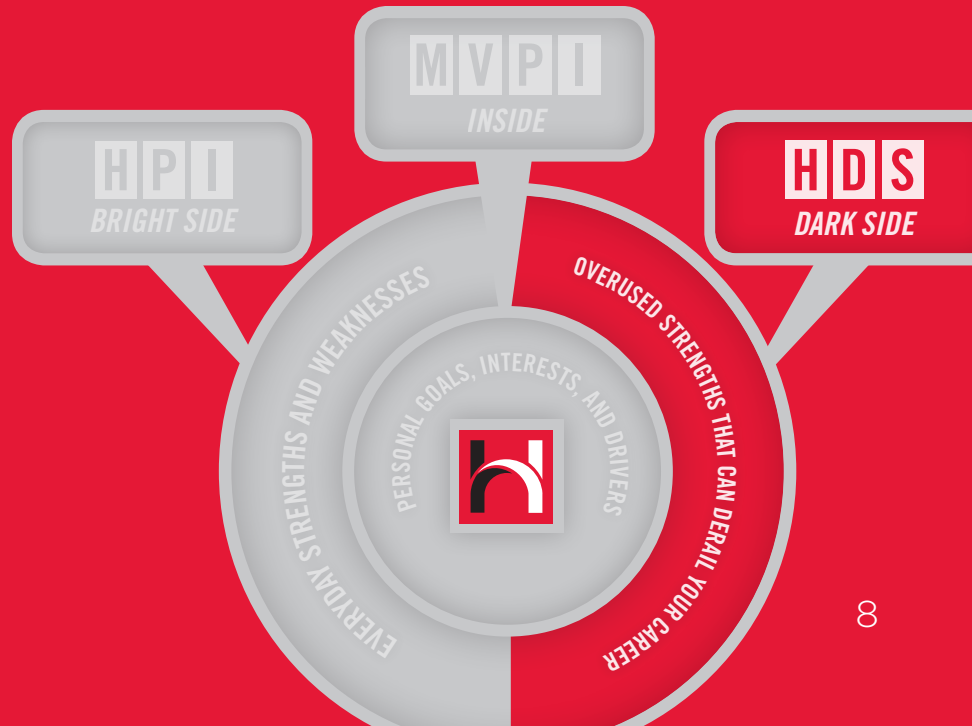


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HOGAN DEVELOPMENT SURVEY

The HDS describes how people behave when they are stressed or bored.

These characteristics can alienate coworkers, erode relationships, and derail people's chances of success. If these behavior patterns are recognized, however, they can be compensated by development and coaching.



SELECTION

WHY PERSONALITY?



SELECTION

Know who you're hiring. Comprehensive personality assessment allows you to examine people's strengths, weaknesses, values, and approach to problem solving. With this powerful insight, you can narrow applicant pools, focus interviews, and find the right people for your organization.

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DEVELOPMENT

Finding the right people is crucial, but is it enough? The same insights that helped you build your team can help you understand your employees' strengths, weaknesses, and core drivers. Armed with this powerful information, you can identify talented employees, focus coaching and professional development, and guide them to their maximum potential.

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LEADERSHIP

WHY PERSONALITY?



LEADERSHIP

Build better leaders. Our personality assessments and reports give your executives the strategic self-awareness they need to augment their strengths, work through their weaknesses, and understand how their personalities can shape the future of your organization.

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CONSIDER THE FOLLOWING

- The average bad hire costs his or her employer **more than 50%** of his or her annual salary.
- Disengaged employees are responsible for approximately **\$300 billion** in lost productivity each year.
- Companies with effective talent management systems are **twice as likely** to outperform their competitors.

Hogan's comprehensive approach to personality assessment is the ideal tool to help you meet your talent management goals, from hiring the right people and developing talented individuals to building better leaders and improving your bottom line for your company's future.