



MONDAY MOTIVATOR

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WHY ASSESSMENTS?

Most business owners know that there are tools to help determine if a person is right for a position or promotion. But there are other benefits to assessments if they are used for the right reasons. An experienced business / executive coach can bring a list of useful, money saving benefits to any business owner willing to take an interest in more than just hiring new staff.

Let's start this examination with the seven most persuasive arguments for assessments and follow up with a quick summary of assessment choices for a variety of applications. Data trumps hunches and prevents bias from corrupting important staffing decisions. In the latter half of the 20th century Fortune 500 companies relied on behavioral and cognitive assessments to inform many aspects of their personnel decisions. From an employee's initial selection and training to their team roles and eventual promotions, these tools helped avoid costly mistakes.

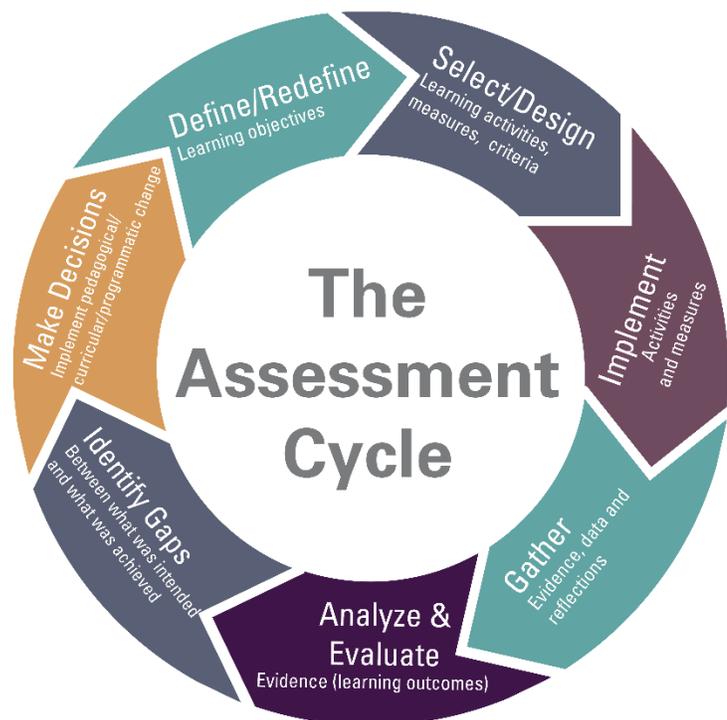


However, these paper-based assessments had to be individually calculated by a highly trained professional, making them too expensive for most organizations to justify. However, with the advancement of new computer technologies, the cost of such assessments has dropped to a point that allows every business owner to use them for a variety of applications. Here are the top seven reasons to consider them for your company:

1. **Improve Hiring and Selection** – The right person in the right job is priceless. The wrong person in that job is a nightmare waiting to happen. With the proper assessment, you can

accurately identify job applicants before the interview. This will help you make scientifically informed judgments and build an organization of A+ employees.

2. **Improve Communication** – If you have ever heard two people at odds over opinions you might have wondered if there could have been a better way to handle the conversation. There is if you know how people are wired to communicate or be communicated with. The right assessment allows you to see a graphically presented report that tells you what type of personality you are speaking to and how to deliver your message in a way that is well received.
3. **Increase Sales** – An assessment that measures Sales-IQ can earn you more revenue and prevent losses at the same time. This is one of our most popular assessments.
4. **Improve Customer Service** – Know in advance that your team believes in your organization and cares about your customers. Better equip and train your customer support team with the communication and behavior profiling skills that create happy customers who then become consistent buyers.
5. **Customize Employee Training** – Training can be a costly and time-consuming event for any organization. With knowledge of how your team members learn best you can make the right training decisions while reducing costs and improving productivity.
6. **Reduce Employee Turnover** – Attrition in your staff is one of the costliest issues any business owner must deal with. Hire right, train right and retain right equals a smooth-running organization with good productivity, great KPIs and happy team members. Assessments help you with making informed decisions before the issues start popping up.
7. **Motivate Your Team** – The best companies to work for are so good there are entire magazine editions devoted to listing them. Forbes, Inc., Fortune, Business Week, Fast Company and even the Wall Street Journal all have issues focused on this one corporate profile. Why? Because such companies attract great talent and keep them on board. If you know in advance what motivates your team members you are able to match them up with the best jobs and mentors to help them onboard with less stress and more team satisfaction.



So, where do you get such assessments and how do you use them? Performance Strategies, Inc. is the number one business and executive coaching firm in the SoCal area. Our attitude is that you cannot manage what you don't measure. For this to work you need data. It's not enough to have data on your sales, customer retention or manufacturing metrics. Business owners need data about their team members. Your largest single expense in most cases, is your staff compensation and support cost. By investing a little upfront to help you make the best decisions you save a lot later because of it. Here are a few of the applications where a business owner can benefit with assessments.

- ✓ **Benchmarking & Comparison** – We empower business owners, managers and HR professionals with the ability to compare new applicants to desirable job-performance benchmarks.
- ✓ **Change Management** – Nothing in the world of business is standing still. We help business owners learn behaviors for transforming resistance into receptivity.
- ✓ **Coaching** – We are a coaching firm after all, so we like to help business owners discover how to help others consistently achieve their potential.
- ✓ **Conflict Resolution** – We bring clarity and understanding to otherwise disparate behavioral styles.
- ✓ **Customer Service** – We teach administrative and customer support teams how to dependably provide stellar service and interaction regardless of behavioral style.
- ✓ **Leadership Programs** – We help you empower your organization's managers with the ability to get the most out of their teams.
- ✓ **Management Skills** – We show you how to teach your organization's management the methods for dependably and genuinely motivating their staff.
- ✓ **Mentoring** - Discover how to exponentially propel your fast trackers.
- ✓ **Sales Training** - Drive revenue by teaching even the most novice or experienced sales professionals the keys to identifying and harnessing identifiable behaviors in their prospects. We offer one of the nation's top sales training program for this purpose and it requires each student to complete the Sales IQ assessment to qualify for the 24-hour course.
- ✓ **Teambuilding** - Know who fits with whom in advance. Create your teams based on compatible skills and traits, not just generic ideas of balance.
- ✓ **Productive Meetings** - Plan meetings with differing behavioral styles in mind, to ensure best outcomes.



In summary, using assessments is a smart move for any business owner who wants improved productivity, reduced turnover, lower training costs and higher sales figures from happy, satisfied team members who love their jobs and their company. We offer over a dozen different assessments and surveys to support your company objectives. Call and ask for a no-cost meeting or conference call to discuss your situation and how assessments can help.



Considering the best way to navigate the transition or exit from YOUR business? Start with your trusted business or executive coach. By taking this free 22-question, multiple choice online assessment, you will get a 12 page summary report showing you how prepared you are for such a move. You'll learn about your preparedness in the areas of financial, planning, revenue and profit, and operations. When you get your report give us a call and we'll go over it with you at no cost to you. Sometimes it's a confirmation that

you have all your ducks in a row and sometimes it's a reminder that a few details need your attention. In any case, it's a great snapshot of your personal business transition or exit readiness. For your FREE assessment and 12-page summary report: <http://www.exitmap.com/ps-mcg/>

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Our consulting and business / executive coaching focus supports leadership, management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency, business transition or exit strategies and online goal tracking projects. Our other team members bring additional disciplines as well. If you have editorial content and would like to be featured in one of our business journal editions drop us an email with your ideas. We may showcase you in future editions of this business journal.