

**SMASH  
SALES  
RECORDS**

*Relentlessly*

**RECRUIT  
FEROCIOUS  
TALENT**

*Like Never Before*

**LEAD  
WITH  
SPEED**

*Predict Performance*

**PRODUCE  
STRONGER  
PROFIT**

*With Accuracy*



**Culture  
Index™**

*"Making Executives Effective"*



# — Introductions



# Survey Traits

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- ✓ Intrinsic
- ✓ Environmental and hereditary (Nature vs Nurture)
- ✓ Traits stay constant
- ✓ Hard wired by 12
- ✓ Think of the top graph as your personality Thumb Print



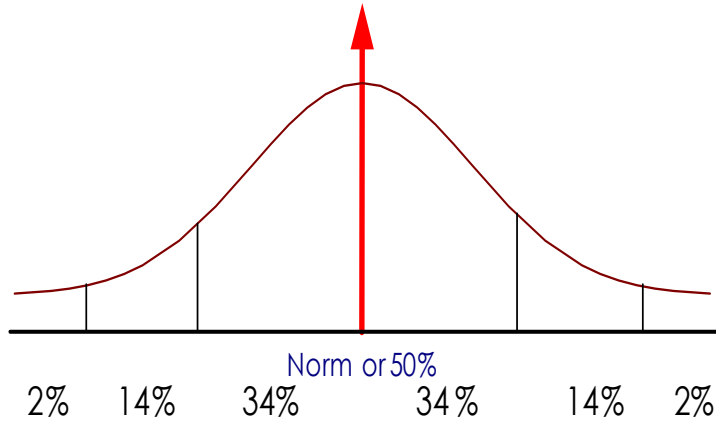
# Job Behaviors

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- ✓ Behaviors are learned and can be modified
- ✓ Follows observations and perceptions
- ✓ Fluid and changing at will
- ✓ A response to external demands and inputs



# The Bell Curve- the Red Arrow



- ✓ DOTs on the right side of the arrow are Higher than average
- ✓ DOTs on the left side of the arrow are Lower than average
- ✓ DOTs exactly cut in  $\frac{1}{2}$  by the arrow are Normative



# High Level Review of the Seven Work-Related Traits We Measure



**A** – Autonomy

**B** – Social-Ability

**C** – Pace (Patience)

**D** – Conformity



**EU – Energy Units** (pg. 38-41)

**L – Logic**

**I – Ingenuity** (pg. 44-45)





# Solve People Problems Using Real Participant Data



# Next Steps (Optional)

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1. All attendees can get more surveys collected post presentation. For free.
2. All attendees can schedule a free 30-minute consultation.
3. Thank you!!!

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