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INCREASE PERFORMANCE, PRODUCTIVITY AND PROFITABILITY WITH THE DRAKE P3 SYSTEM

THE RIGHT PERSONALITY FIT IN YOUR ORGANIZATION IS THE KEY THAT OPENS THE DOOR TO INCREASED PERFORMANCE, PRODUCTIVITY AND PROFITABILITY.



IN ANY ORGANIZATION OR CORPORATE ROLE A **GOOD FIT** BETWEEN PERSONALITY AND POSITION LEADS TO:

- Higher productivity and effectiveness
- Lower cost through reduced staff turnover
- Improved client relations
- Greater job satisfaction

BUT HOW DO YOU FIND THE **RIGHT** PERSONALITY?

With P3, the most advanced behavioral and personality profiling instrument available today.

P3 has helped more than 20,000 managers select and manage over 6 million employees in Canada, the United States, Australia, Hong Kong, Singapore, South Africa, and the United Kingdom. Generating easy-to-use in-depth computerized behavioral profiles, P3 is more accurate and time efficient than traditional interview and selection methods.

In fact, 96% of our users have rated their P3 profiles 90% accurate. That compares with only 19% accuracy for methods that ignore the crucial link between personality and performance.

SELECTION EXPERT

Hire more effectively by gaining accurate and accelerated insight into jobs and candidates. The Selection Expert provides a set of tools that far surpass traditional hiring techniques, by combining the accuracy of personality profiling with the power of behavioral psychology.

With Selection Expert, hiring is easy. Benchmark the job profile with P3 and:

CREATE A JOB PROFILE

Analyze a job to create a benchmark.

MAKE ADVERTISING RECOMMENDATIONS

Ensure your classified advertising stands out and attracts the right people.

DEFINE CANDIDATE PROFILES

Obtain highly accurate insight into candidates' personality and behavioral traits.

CREATE A CANDIDATE TO JOB MATCHING REPORT

Hire more effectively knowing what types of individuals are most effective in your organization.



UNDERSTAND YOUR CANDIDATES

Identify candidates with the greatest potential to advance. Through predictive personality assessments, P3 shows you who your candidates and employees really are. A 10–15 minute survey contains 100 adjectives that each individual may choose to describe themselves. The responses are then processed through 14,000 statistical calculations, at the click of a mouse.

The result is a powerfully insightful behavioral profile, which in positive, non-technical language sets out the individual's unique combination of five primary behavioral drivers: **Dominance, Extroversion, Patience, Conformity and Conscientiousness.**

If the candidate is attempting to manipulate responses, the P3 identifies that too. P3 profiles empower you to select the candidates best suited to the culture of your organization; maximize the career potential of your employees and match individuals to the specific position, teams and challenges that suit them best.

WELCOME TO LEVELS OF GREATER PROFITABILITY

As you match positions to personalities, you increase the potential to reduce overhead. Research shows that poor candidate selection can result in a hard cost of 40% of the position's annual salary and 3–5 times that much in missed opportunities, low morale, lost productivity and negative team impact.

87% of people who leave or change jobs, do so because of a personality or culture clash. Therefore, P3's ability to avoid these clashes leads to a dramatic improvement in staff selection and retention.





MANAGEMENT EXPERT

Build a more effective work force. The Management Expert gives you the power to maximize your human resources, open up and enhance your lines of communications, resolve conflict more effectively, build more productive and cohesive teams and motivate your people to reach their full potential.

COMMUNICATION PROFILE

Enhance self-awareness and encourage personality diversity.

ROLE ADJUSTMENT PROFILE

Accelerate professional development and maximize job satisfaction.

PROFILE COMPARISONS

Improve communication and understanding amongst colleagues.

**The management expert
enhances organizational
communication**

TEAM EXPERT

Maximizes the effectiveness of your teams, empowers managers to select the right members for work teams; steers teams through challenges; dramatically enhances co-operation and understanding among team members and facilitates the rapid integration of new members.

TEAM COMMUNICATION REPORT

Optimises integration of new team members and leaders, builds rapport, increases individual influence.

TEAM ANALYSIS REPORT

Improves communication and understanding among team members.

TEAM ANALYSIS FACILITATORS GUIDE

Enhances understanding of the team building process.

PERSONAL PERCEPTION PROFILE

How do others perceive an individual's behavior compared to his/her self-perception?

NEW HIRE INTEGRATION REPORT

Assists new hires to build rapport quickly with managers, co-workers, and direct reports.

**The team expert increases
the effectiveness of teams**



PERFORMANCE EXPERT

Reduce paperwork by automating the Performance Appraisal process and archiving for easy future access. The Performance Expert helps individuals become aware of any gaps between their performance and the expectations of their manager and colleagues, thereby aligning their efforts to organizational goals.

PERFORMANCE APPRAISAL BY MANAGERS, PEERS AND DIRECT REPORTS

Ask employees, direct reports, managers and peers to provide feedback on performance.

SELF-APPRAISAL

Employees complete a self-appraisal on job-specific competencies and behaviors, comment on their performance and establish action plans for the upcoming performance period.

90-DAY PERFORMANCE REVIEW

Quickly evaluate how well a new hire is performing

The performance expert maximizes the contribution of individuals

APPLYING P3 RIGHT FROM THE START

The time to begin using behavioral profiling is not in the final interview, but right from the start of that candidate's assessment. You can assess an individual you are considering for employment and use your own PC to generate an extremely detailed personality profile. The annual subscription fee allows full access to the expert modules at one affordable price!

P3 reveals the person's natural tendencies, communication style, motivational needs, decision-making abilities, stress and energy levels and more.

DRAKE P3 OFFERED AS ONLINE

Drake P3 uses Software as a Service (SaaS) distribution model in which Drake P3 is hosted by Predictive Performance International and made available to end user customers over the Internet. Customers access to a single copy of an application that is ultimately shared by several end user customers, each in a secure, confidential database model.

Benefits of the SaaS model for End User Clients include:

- Minimal to no IT requirements.
- Complimentary on demand training and support via just in time and recorded learning modules.
- Anytime, anyplace access. A simple user name and login is provided and system is accessed via any internet connection.
- Easier central corporate administration and user usage reporting, all data is stored in one central repository.



FAQ'S ON P3

HOW UNIQUE CAN A P3 PROFILE REALLY BE?

Even though it takes less than fifteen minutes to complete, computing the P3 profile involves more than 14,000 calculations. Statistically, you would need to create a profile for 226,560 people before an exact duplication would appear. Compare that with most other products, which group people into as few as sixteen standard categories.

ARE THE P3 ASSESSMENTS CONSIDERED TO BE TESTS, THAT MY CANDIDATES AND STAFF EITHER PASS OR FAIL?

No. There are no right or wrong answers to P3 assessments. P3 opens the door to behavior and personality, so you can determine how well suited a person is to the challenge you have in mind.

IS THE P3 SYSTEM STATISTICALLY VALIDATED?

Yes. P3 has used statistical research from academic and psychological communities and carefully translated it into computer language. In a recent study of over 800 participants, 96% rated their P3 profile as being over 90% accurate.

CAN WE REPRINT PROFILES AND PERFORM SEARCHES USING P3 SYSTEMS?

Yes. All information generated is automatically stored in your database to be used in the various P3 modules. You can retrieve and search information at any time.

HOW LONG DOES IT TAKE TO GENERATE A PROFILE?

Under 10 minutes including both the survey and the computer processing. Other products on the market can take up to 2 hours to administer and a further 2-3 weeks to process information.

HOW IS P3 PURCHASED?

You can have a site license for P3, or you can purchase assessments individually.

ABOUT ASCEND PROFILES

Ascend Profiles was started by Brian Soper and Lori Soper in response to client requests for an added layer of confidence in employee selection and team performance.

Brian Soper has 13 years of experience identifying and vetting candidates for mid-senior level positions in the financial services and technology industries. In his role as Partner at KenanSoperBryant, an executive recruiting firm he founded 10 years ago with two partners, Brian is known for his dedication to understanding a client's culture, mission, and vision before recommending candidates. Brian is a believer in human capital being a company's best asset, and encourages clients to invest in ensuring they are hiring candidates who will become top performers.

Lori Soper brings a unique perspective to her role at Ascend Profiles. She is an executive who planned and built distribution channels at companies like SkyTel and TeleCorp (eventually acquired by AT&T Wireless). In addition to developing the distribution strategy for a variety of sales channels, Lori's organizations developed and implemented sales training, business process training, and product training for those sales channels ensuring that the customer experience was optimized throughout the selling process. Lori is a believer that future employees need to have a culture and attitude fit with the hiring company in order to perform at the peak of their capabilities.

LEARN MORE ABOUT HOW P3 CAN BE INTEGRATED INTO YOUR HIRING PROCESS

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