

# The Attribute Index™



**Discover and develop personal talent for success!**

## THE NEED FOR TALENT

Today, business success is measured in TALENT — the RIGHT talent for the job! Lack of job performance and related employee turnover result in missed business opportunities and increased costs. Eventually this lowers the value of a company's stock. It makes business sense that managers are now seeking better ways to accurately assess, develop and retain top talent. Now there is a proven assessment that will assist you in these endeavors - the Attribute Index!

## ABOUT THE ATTRIBUTE INDEX

Unique to the Attribute Index is its ability to assess an individual's cognitive structure (i.e., how their mind perceives themselves and the world around them). Unlike any other instrument, the Attribute Index has a direct relationship with mathematics, and this is the secret behind its ability to accurately measure the core dimensions of how we think. The result is an accurate ranking of personal ATTRIBUTES describing individual potential for workplace performance. Unlike many other instruments intended for a clinical setting but adapted to a business one, the Attribute Index was designed, from the beginning, exclusively for use in a business environment. Its overall intent, format and output are specifically tailored to meet the needs of business managers and executives today.

When combined with an assessment of BEHAVIORAL TRAITS and VALUES, the Attribute Index presents a complete picture of individual talent.

## VALIDATION

The Attribute Index has been validated in over 28 individual validation studies, conducted over 20 years by more than 19 separate examiners. It is proven to meet the rigorous standards for employment assessments referenced by the US Federal Government Equal Employment Opportunity Commission (EEOC). Validation has also been documented in the areas of Construct Validity, Concurrent Validity, Face Validity and Predictive Validity. Ongoing research continues to underscore the value of this unique business tool.

## APPLICATION

The Attribute Index can contribute successfully to a number

of business processes requiring effective talent management, including:

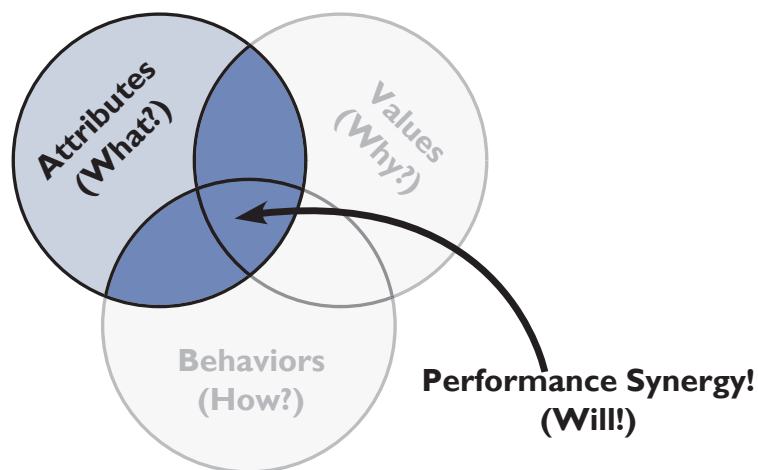
- Employee Selection
- Employee Development
- Coaching and Mentoring
- Performance Appraisals

Targeted reports are available to identify key talents required in a number of business positions, such as: General Employment, Management, Sales Management, Sales and Customer Service.

## THE BOTTOM LINE

Talent is the priority in today's organizations. The keys to utilizing this asset to its fullest potential lie in understanding it and finding effective methods to measure it. The Attribute Index provides management with a powerful new business tool to move ahead in the race for top talent!

*Attributes are an important part of the performance system.*



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