



**FIND AND HIRE THE RIGHT PEOPLE
BUILD TEAMS AND DEVELOP LEADERS
BUILD TRUST AND MANAGE TRANSITIONS
IMPROVE PRODUCTIVITY AND DRIVE REVENUE**

Predictive Index® is an assessment tool that measures and predicts workplace behavior.

- Administered as an online survey that takes only a few minutes to complete
- Delivers accurate people data and job performance requirements
- Provides managers with objective data to improve associate performance
- Trained and certified in-house PI Analysts interpret and consult on PI info
- Used by over 100 Fortune 500 companies for talent management
- Available in 70 languages and applicable to all industries and job levels
- A 60-year history of validity and reliability brings strong compliance
- Used by 60,000+ trained PI Analysts in 9000 companies in 150 countries

Apply Behavioral Data to Drive Results

- Attract, select, engage, and retain top performers
- Boost individual productivity and contribution
- Bring new metrics to organizational initiatives
- Utilize an individual's drive and motivation
- Position a person for success in their role
- Identify team strengths and development needs
- Build and manage cross-functional relationships
- Create a lasting source of competitive advantage
- Identify, guide, and develop future leaders
- Build culture through strong job alignment
- Understand how a person will respond in a job
- Provide appropriate support for each individual

STRATEGIC APPLICATIONS

Leadership and executive development, organizational development, innovation, employee engagement, retention, change management

TACTICAL APPLICATIONS

Candidate selection, promotion, communication, coaching, performance management, succession planning, conflict resolution, team effectiveness

Answer Key Questions About Your Team

- What are your major people challenges?
- Are your associates being managed for success?
- Do you have strong person-job alignment?
- What motivates your people to action?
- What unleashes their best efforts?
- What is their basis for making judgments?

Define and Develop Your Jobs

- The PRO is a checklist of work activities that pinpoints the behavioral requirements of a job.
- Three to five associates with clear job knowledge identify important and frequent aspects of the role.
- Differing perspectives are captured and discussed to reach a final consensus for the position.
- The PRO reveals cultural nuances and special requirements of the role as it exists in your organization.
- The job pattern developed becomes a template for the required behavioral traits of the role.
- Information from the PRO can be readily added to existing job descriptions and online job postings.

Implementation and Use

- Create a behavioral job profile and job description for every role within the organization.
- Focus on sales, business development, leadership, and high-turnover roles first.
- Assess every current employee for support in performance planning, coaching, and development.
- Collect PI results from every candidate, to be assessed and reviewed prior to their interview.
- Make PI data a component of every people-related decision made within the organization.

PI Compliance & Standards

- Developed specifically for use in a business setting and for aligning people to jobs
- Consistent use of the PI/PRO adds security around HR compliance in hiring
- Over 500 validity, reliability, and nondiscrimination studies on file
- No adverse impact related to age, gender, race, or national origin
- Subject to rigorous ongoing validation in compliance with:
 - Employment Opportunity Commission (**EEOC**)
 - American Psychological Association (**APA**)
 - Society of Industrial & Organizational Psychology (**SIOP**)



Strickland Associates
Right People. Right Places.

With a PI license through Strickland Associates, you receive:

- Unlimited access to the PI survey instrument and the PRO job profiling checklist
- Ongoing PI consulting support from Strickland Associates—24/7
- Easy-to-understand reports documenting individual PI/PRO results
- Robust online functionality to distribute and manage survey data
- Job validation statistical studies that compare PI data to company metrics
- Group Analytics reports that compile data across divisions/branches/departments/teams
- Interview and coaching guides to assess candidates and support existing associates

The business model of Strickland Associates is based on seasoned expertise, unwavering integrity, and exceptional service. We look forward to working alongside your team to address performance, productivity, and profitability.

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