The Omnia® Profile

Assessment for

Louise Baxter

Omnia - Profile Samples
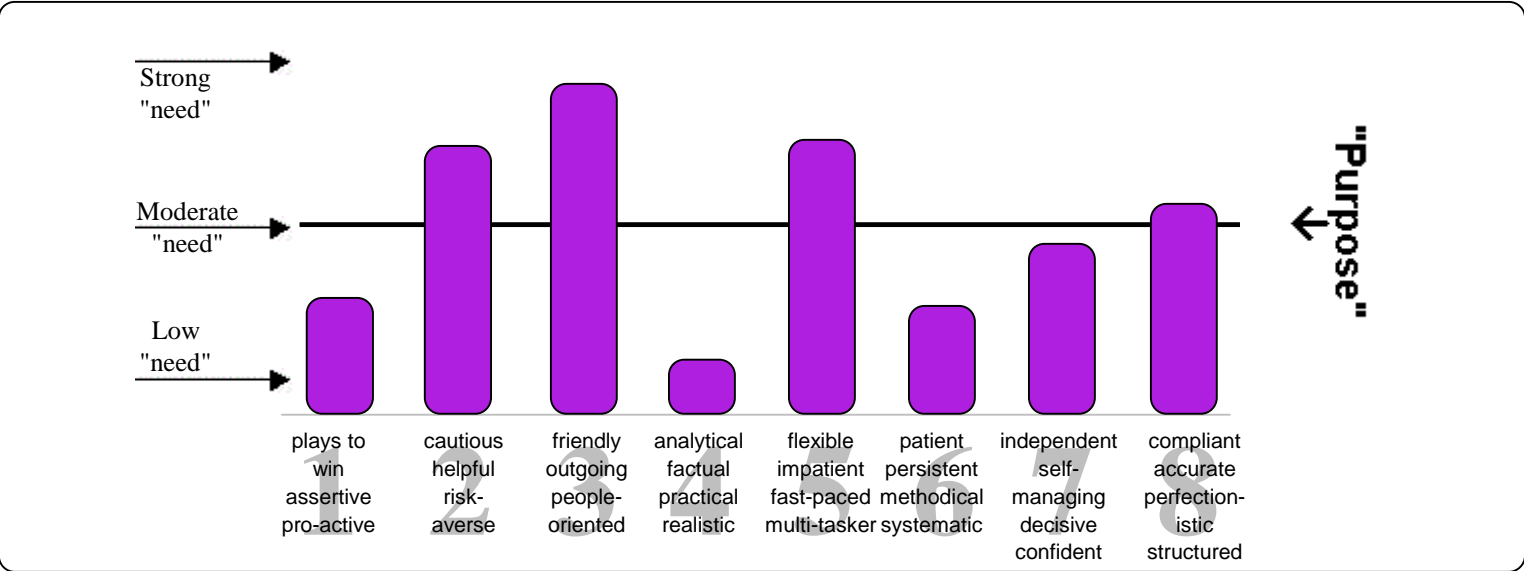
Interpreted by: CJF
QC by: BB

Client #: 11-00-SAMPLES
Requested by: Colin
Position: PL Producer

Subject's Name	Profile Number	Date Submitted	Client Number
Louise Baxter	**PLP-NR**	**10/05/2004**	**11-00-SAMPLES**

Title
(C) PL Producer
Req by: Colin

	Analyst	QC by	
	CJF	**BB**	**OCR® 6.4**

OECR®	**OVCR®**	**Responsivity**	**Intensity**
Omnia® Environmental Compatibility Rating	Omnia® Vocational Compatibility Rating	Vitality, stamina, alertness, endurance	Clarity of personality definition, balance
6.2	**6.5**	**fine**	**1.41**

Strong "need"

Moderate "need"

Low "need"

"Purpose"

plays to win assertive pro-active	cautious helpful risk-averse	friendly outgoing people-oriented	analytical factual practical realistic	flexible impatient fast-paced multi-tasker	patient persistent methodical systematic	independent self-managing decisive confident	compliant accurate perfection-istic structured
1	2	3	4	5	6	7	8

Analyst Comments

Louise's Profile is dissimilar to the ABC Insurance Agency's needs for a PL inside producer. She describes herself as cautious, very friendly, multi-tasking and cooperative. We are not seeing in Louise the competitive nature and take-charge approach to setting and pursuing goals that your ideal candidate has. Louise seems to have the upbeat, friendly communication style typically favored for personal lines. However, if she displayed impressive social and communication skills in the interview, do not mistake these for a drive to win and an ability to ask for business. She could seem reluctant to take initiative in sales, as she might feel she is being pushy by trying to work around a prospect's objection. She may be more cautious than Mike and Brian, though Mike appears to share her engaging charm and ability to build rapport with others relatively quickly. If you hire Louise, she will likely need to work with very warm leads or focus just on cross-selling to existing customers.

In addition to probably not being very proactive or assertive, Louise seems somewhat sensitive to rejection. Thus, you may need to remind her not to take No personally. Motivate her with regular feedback and encouragement. She needs upbeat praise, which Mike seems likely to provide. Be sure to also manage her with structure, as she may not like having as much autonomy as Mike's personality type usually provides. Give her specific guidelines to follow; she may also need a script to help her pitch services over the phone. Role-play with her ways to ask for business and to convince a hesitant but otherwise promising prospect. Set conservative goals for her, and ground her well in technical information to help her more consultatively assess needs and answer questions. She is moderately detail-oriented but might talk more than listen and may provide general explanations.

Louise Baxter's Primary Personality Traits

Tall Column 2:

Your sales candidate's taller column 2 than 1 suggests an individual who might be too cautious to be very effective or highly comfortable in a sales position. Louise might be confident enough to take independent action in familiar, well structured situations, but she is not likely to be bold enough to consistently put sales on the board. Louise would probably fare better in a nonsales, salaried position than in this sales role.

Very Tall Column 3:

Your candidate's extremely high column 3 indicates a very enthusiastic, upbeat and highly expressive people person. Louise is probably very impressive to interview, well able to market herself effectively and to quickly form solid rapport with those she meets. However, she might be very inclined to overtalk and underlisten, making it difficult for a sales prospect to get a word in, ask a question or even offer an objection. For this reason, Louise might talk herself out of almost as many sales as she talks herself into. Work with her to hone good listening and needs assessing skills.

Tall Column 5:

Your candidate describes herself as a very efficient and capable task-juggler who exhibits a fine sense of urgency about meeting sales goals. You should not have to push Louise to get out and make sales calls. Rather, she would prefer to be out where the action is, rather than staying deskbound and hoping a lead finds her. Louise might be appropriately persistent to go after good leads needing more time or information to make a buying decision, but would probably prefer quick action, a shorter sales cycle.

Moderately Tall Column 8:

Because your candidate exhibits a fairly equal measure of columns 7 and 8, she should exhibit elements of both in moderation. However, the slight predominance of column 8 could prove troublesome in this sales position. It is quite possible Louise might be sensitive to rejection, inclined to take a No personally, no matter how tall her column 1 might be. Be alert for signs of trying to avoid making sales calls -- staying in the office and claiming insufficient preparation to make the call, hiding behind routine paperwork, or tackling service tasks more appropriately delegated to other team members.

Combination of Tall Columns 2 and 3:
Louise's combined tall columns 2 and 3 suggest one who is friendly and upbeat but also cautious and nonconfrontational. It is quite possible this individual interviewed impressively, as she does not seem reluctant to enthusiastically market herself. Do not mistake this social assertiveness for the competitive drive needed in most sales positions. Louise might seem more interested in simply making friends than in making sales, as the tall column 2 indicates one for whom winning is not really that important.

Combination of Tall Columns 2 and 5:
Louise's Omnia results suggest both a tall column 2 and high column 5, suggesting she is cautious and nonconfrontational, yet also efficient and multi-tasking. The tall column 5 would probably be appropriate in a sales position, but it seems highly unlikely someone as risk-avoidant as Louise's column 2 suggests she is would be comfortable and effective in sales over the long term, a retail order-taking position being the possible exception. The performance-based pay tangent to most sales positions could be more intimidating than motivating for Louise.

Combination of Tall Columns 3 and 5:
The combination of a tall column 3 and tall column 5 suggests Louise should be both outgoing and efficient, a capable multi-tasker who enjoys working with people and appreciates a work environment that is bustling, dynamic. If a tall column 1 is also present, Louise should have potential in this sales position, provided column 1 is higher than column 3. She should be capable of juggling a fairly large number of sales leads on an ongoing basis, which seems a plus. The downside, however, could be one who overtalks and underlistens, if columns 3 and 5 are very high.

In addition to the eight columns, there are other areas the Profile measures that can provide valuable insight into behavior. These areas are known as responsivity, intensity and purpose.

Purpose

Louise shows good quality and purposefulness to her behavior. This means that she should not surprise you by behaving out of character. It also suggests that she has a considered reason for what she says or does and should typically give mature forethought to the consequences of her words and actions.

Intensity

Louise shows a fine intensity score that is within the recommended range. This means that she depicted herself in definitive terms, giving us a clear, distinct picture of who she is, along with her probable hot and cold buttons. Thus, we can make valid assessments about which behaviors you are likely to see. It also allows us to provide management tips and discern what motivators you can use most effectively with Louise.

Responsivity

Individuals with "fine" responsivity normally have good mental alertness. Accordingly, we see good potential in Louise for productive behavior throughout your typical workweek for this position, without undue performance fades or burnout. Louise should be easily trainable.

Talent Management: Coaching to maximize Louise Baxter's talents

Hot Buttons

- Possibly getting to focus on service rather than selling; having low-risk goals; receiving clear direction from the boss; earning a stable, dependable salary.

- Perks that convey special status; awards to display; a fun environment; an upbeat manager; personal acknowledgement from the boss.

- Goals that can be accomplished quickly; possibly getting to travel and make calls outside the office (to break up the routine); a timely reward system.

Cold Buttons

- Having to assertively sell or aggressively negotiate; being the target of a confrontation; being challenged to achieve difficult, unprecedented goals.

- Having to do a lot of paperwork; being in a no-nonsense environment; working with highly analytical people.

- Tedious assignments; a job that feels routine; having to wait lengthy periods for results and stay focused mostly on long-term goals.

For Best Performance Louise Baxter Needs:

3 2 1 1 2 3

Incentive and Challenge   Security and Stability

3 2 1 1 2 3

Social Interaction and Public Praise   Specifics and Factual Praise

3 2 1 1 2 3

Variety and Fast Pace   Stability and Methodical Pace

3 2 1 1 2 3

Autonomy and Flexible Guidelines   Organization and Defined Expectations
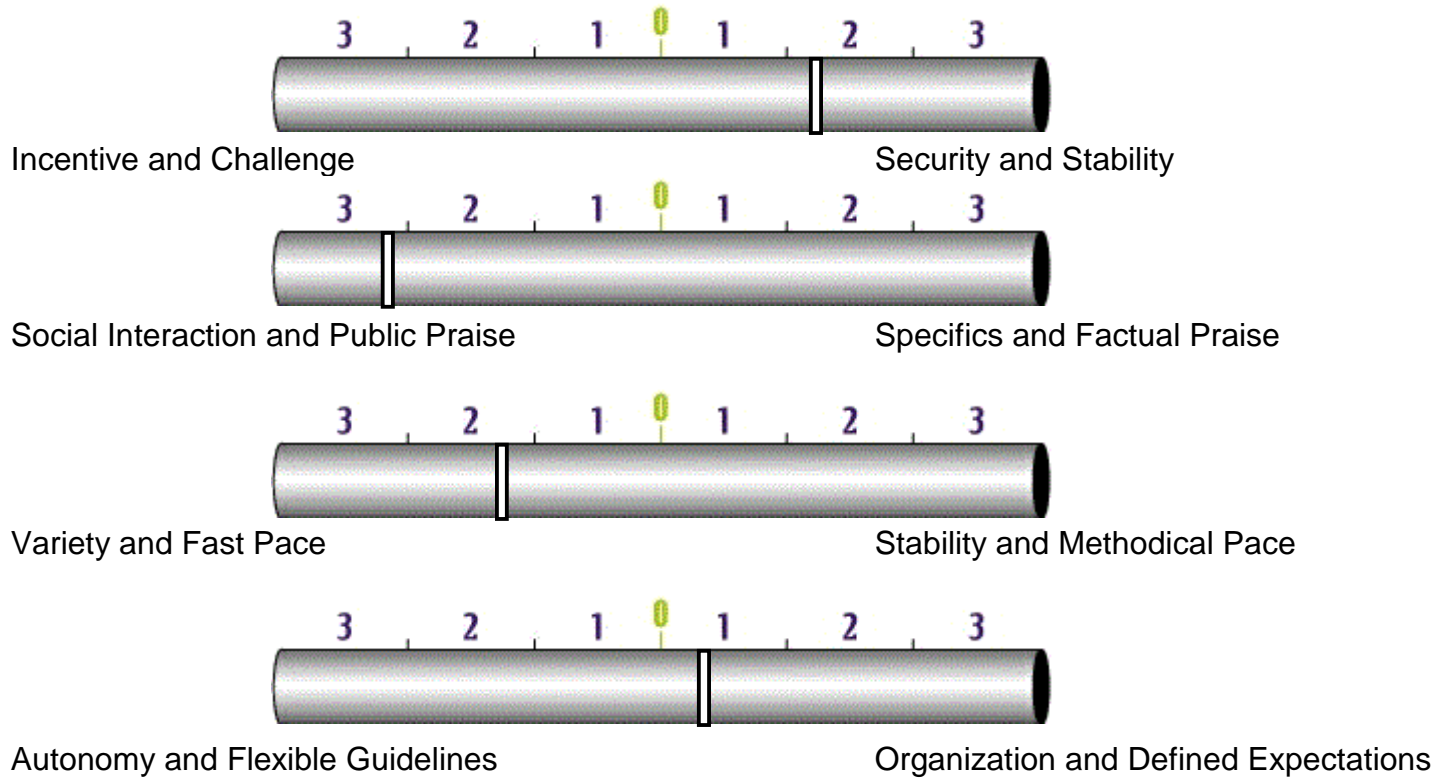
The following behaviorally-based questions are a possible supplemental interview tool we are providing to help you better interview this candidate. They are not a substitute for a standard set of interview questions you ask all candidates but can provide additional, helpful information. These six questions have been chosen randomly from Omnia's database of behaviorally based interview questions to target required vocational traits and/or any personality issues identified by the writing analyst.

1. In your opinion, what does it take to be a "success?"

2. What do you do when you make a mistake?

3. What work is the most monotonous for you?

4. Are you better at initiating many things or working on and getting results on a few things? Please give me an example that illustrates this.

5. How many calls do you make to a prospect before you stop trying?

6. What two adjectives best describe you?

The Omnia® Selection Companion

Name of candidate: _____ Louise Baxter _____ **Date:** _____

Interviewed by: [   ]

The Omnia Selection Companion is designed to help you weigh the steps of the selection process and evaluate candidates uniformly and objectively. Interviewers should examine the candidate in three categories: Past accomplishments, present interests, and future goals and timetables. Circle the appropriate scores, then add the points. At the conclusion of the interview, compare your candidate to the scoring ranges on the following page to gauge his or her probability of success.

1. Punctuality

Did the candidate arrive at the interview on time?

Poor	Unimpressive	Ordinary	Good	Excellent
1	2	3	4	5

2. Appearance

Neatness and appropriateness of clothing, hair, make-up, scent.

Poor	Unimpressive	Ordinary	Good	Excellent
2	4	6	8	10

3. Degree of Confidence

Good eye contact, direct answers, good questions.

Poor	Unimpressive	Ordinary	Good	Excellent
2	4	6	8	10

4. Stamina

General vitality, ability to concentrate, alertness.

Poor	Unimpressive	Ordinary	Good	Excellent
2	4	6	8	10

5. Interview Results

Consistency of <u>PAST</u> interests, activities and experience with job behavior demands.

Poor	Unimpressive	Ordinary	Good	Excellent
1	2	3	4	5

Interview Results

Consistency of <u>PRESENT</u> interests, activities and experience with job behavior demands.

Poor	Unimpressive	Ordinary	Good	Excellent
1	2	3	4	5

Interview Results

Consistency of <u>FUTURE</u> goals and timetables with job behavior demands.

Poor	Unimpressive	Ordinary	Good	Excellent
1	2	3	4	5

Designed for those responsible for the selection of personnel. Helps cover and weigh the steps of the selection process.

Name of candidate: _____ **Louise Baxter**

6. Resumé and Job Application
Consistency of information with job behavior demands.

Poor	Unimpressive	Ordinary	Good	Excellent
2	4	6	8	10

7. Overall Impression
Compatibility with firm, manager, peers

Poor	Unimpressive	Ordinary	Good	Excellent
2	4	6	8	10

8. Judgement and Maturity
Grasp of reality, thoughtful/accurate answers

Poor	Unimpressive	Ordinary	Good	Excellent
2	4	6	8	10

9. Skills, Knowledge

Poor	Unimpressive	Ordinary	Good	Excellent
0	10	20	30	40

10. The Omnia Profile

Omnia Profile Score

<6	6-6.9	7-7.9	8-8.5	>8.5
0	10	20	30	40

11. References
(1 OR 2) Should confirm past performance has been consistent with job demands (ask about judgement, reliability, commitment)

Poor	Unimpressive	Ordinary	Good	Excellent
0	10	20	30	40

Total Score: [____]

A score above 160 is excellent: there is high probability of the Candidate's success. A score of 125 - 160 is fair: there is a reasonable probability of the Candidate's success.A score under 125 is risky: there is a low probability of the Candidate's success.