Web Footed Friends Inc.

TotalView™ Assessment And Benchmarking System

The Instrument

TotalView™ is a sophisticated and validated psychometric instrument that generates objective data outlining an individual's unique profile of cognitive abilities, learning styles, motivations, interests, and personality traits. This tool was developed for the workplace to enhance individual and organizational development.

The Role In Individual Development

The information developed by the *TotalView™* increases individual self-awareness, a pre-requisite to individual development. Employees better understand their natural behavioral tendencies and identify learned behaviors that can increase their professional effectiveness in many ways. The experience reinforces the fact that there is no right or wrong profile since we are all unique children of the universe with unlimited potentiality.

The Role In Organizational Development and Team Building

Coworkers can share their profiles with one another to improve mutual awareness and understanding. They can collaborate to increase communication skills by identifying barriers to effectiveness and learning behavioral modification techniques to overcome these barriers.

Managers can utilize this information to create more balanced teams or to simply improve the ability of team members to work together more effectively.

Training can be more effective when adapted to individual learning styles.

Selection decisions for both new hires and internal promotions can be greatly enhanced with candidate profiles and by utilizing job specific benchmarks created by the *TotalView™* system.

The Reports:

- **Individual** – All scores are presented in a one-page graph followed by an overview and descriptions of each individual trait.
- **Selection** – A graphical depiction of scores includes shaded areas indicating the position benchmark to highlight scores within and outside the benchmark. The graph includes a benchmark suitability percentage followed by sections with relevant interview questions, an overview and all individual traits.
- **Working Characteristics** – The candidate's work preferences for compensation arrangements, risk and change are summarized along with insights about their optimism and value of work.
- **Coaching** – The benchmark graph is followed by a section of coaching and training suggestions for each area in which the employee scores off the benchmark and a summary of all individual traits.
- **Succession Planning** – This report includes a benchmark graph and benchmark suitability percentage for every selected benchmark included in the system. This allows management to identify bench strength and on occasion to discover a diamond-in-the-rough among applicants who may not be well suited to the position for which they applied, but are highly suited for other positions in the organization.

Benchmarking

TotalView™ is a proven selection assessment system supported by an elegantly simple, automated system for creating and managing job specific benchmarks. *Please see following sample graph.*

Benchmarking *(Continued)*

Benchmarks can be created in one of three ways. Concurrent studies identify the characteristics common to top performers in the position. This is easily accomplished by assessing top performers after which the system automatically creates the benchmark. Alternatively those knowledgeable about the position requirements can complete a Job Description Survey, which is then input into the system to create the benchmark. Finally, a combination of both methods may be employed to create the benchmark. In all cases periodic updating may refine the benchmark continuously for maximum effectiveness.

Sample Benchmark Graph: *Account Executive Position*

> Applicant's actual score on each scale

> The official dimensions that separate average or low performers from high performers can be identified.

> Shaded areas are the custom Benchmark created for each position from characteristics unique to top performers.

Abilities

	1	2	3	4	5	6	7	8	9	10
General Abilities				4						
Numbers					5					
Words			3							
Shapes				4						

Measures cognitive abilities, learning styles

Motivations / Interests

	1	2	3	4	5	6	7	8	9	10
People			3							
Data							7			
Things							7			

Measures interests and motivations

> The system will provide behavioral interview questions for all areas off the benchmark so the interviewer can probe for job suitability. For example:
>
> *"Describe a time when you came up with a new way to do something at work in order to improve a work process."*

Personality

	1	2	3	4	5	6	7	8	9	10	
DIPLOMATIC			3								INDEPENDENT
Cooperative											Competitive
Submissive	1										Assertive
SPONTANEOUS											CONCIENTIOUS
Innovative						6					Conventional
Reactive								8			Organized
INTROVERT					5						EXTROVERT
Self-sufficient				4							Group-oriented
Reserved					5						Outgoing
EMOTIONAL				4							STABLE
Restless				4							Poised
Excitable				4							Relaxed
Frank*						6					Social Desirability

Team – oriented,

Flexible, likes change

Content to work alone

High sense of urgency, sensitive

Determined to win, will speak out

Detail oriented, rule bound

Energized by people, center of attention

Takes feedback well, works well under stress

* Frank and Social Desirability are just one of four internal validity scales.

TotalView Job Suitability: Overall percentage reflects suitability when compared to the Account Executive benchmark.

Benchmark Suitability: 70%