

AXIOMETRICS™ - IDENTIFYING AND VALUING TALENT. GETTING ROUND PEGS INTO ROUND HOLES

More than ever, values are a focus in business and governmental decisions. As technology advances and the global economy continues to integrate cultures and ideas, organizations require unprecedented flexibility and the capacity to adapt quickly to change. These attributes are directly related to the value talent and decision-making capabilities of the individuals that comprise the organization.

Axiometrics™ Profiling, based on the Nobel Peace Prize nominated research of Dr Robert S Hartman, enables us to identify the internal valuing system/"thinking patterns" that influences our perceptions (attitudes), decisions and actions, basically our Values or "Why" we do what we do. Axiology, the science of value and the backbone of Axiometrics™, clearly exposes how individuals value themselves and the world around them. During 40 years of research, Axiometrics™ International's chairman, Wayne Carpenter, has successfully expanded the mathematics of Dr. Hartman to account for 'real life' variables. Axiometrics™ is now used to mathematically measure and assess specific capacities of an individual.

Importantly, Axiometrics™:

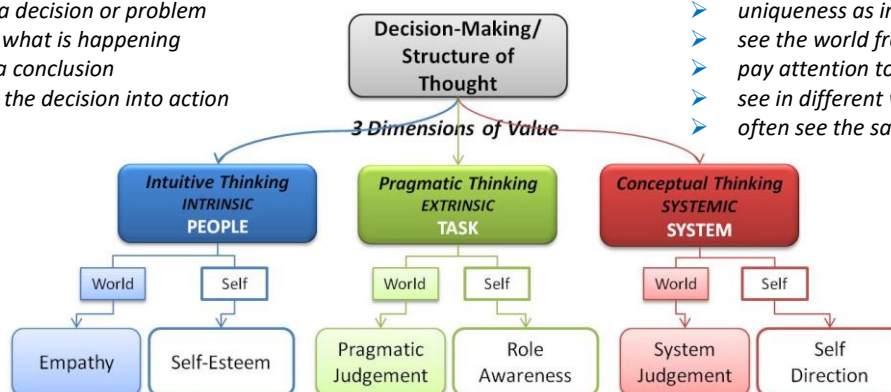
- Is a scientifically proven, mathematically accurate assessment that measures our decision-making capacity across 3 Dimensions of Value; 'Intuitive Thinking', 'Pragmatic Thinking', 'Conceptual Thinking'.
- Objectively identifies how our mind analyses and interprets our experiences and identifies how we are most likely to react in any given situation.
- Makes no attempt to classify or group someone.
- Is based on a single Universal Norm, not one 'created' from a selection to validate a result.
- Is not discriminatory for age, sex, creed or culture and is validated by the EEOC.
- Can be used not only to look at current performance, but also to predict future performance.
- Assessments take only 15 minutes to complete yet there are 6.4 quadrillion possible outcomes.
- Is a "thinking" exercise meaning that as individuals/teams change and develop, the profile can be re-taken to show Performance Improvement and ongoing development needs.

Strengths as decision-makers:

- focus on a decision or problem
- interpret what is happening
- come to a conclusion
- translate the decision into action

Vulnerabilities as decision-makers:

- uniqueness as individuals (arguably greatest asset)
- see the world from their own perspective
- pay attention to some things and leave others out
- see in different ways, using different tools
- often see the same things differently



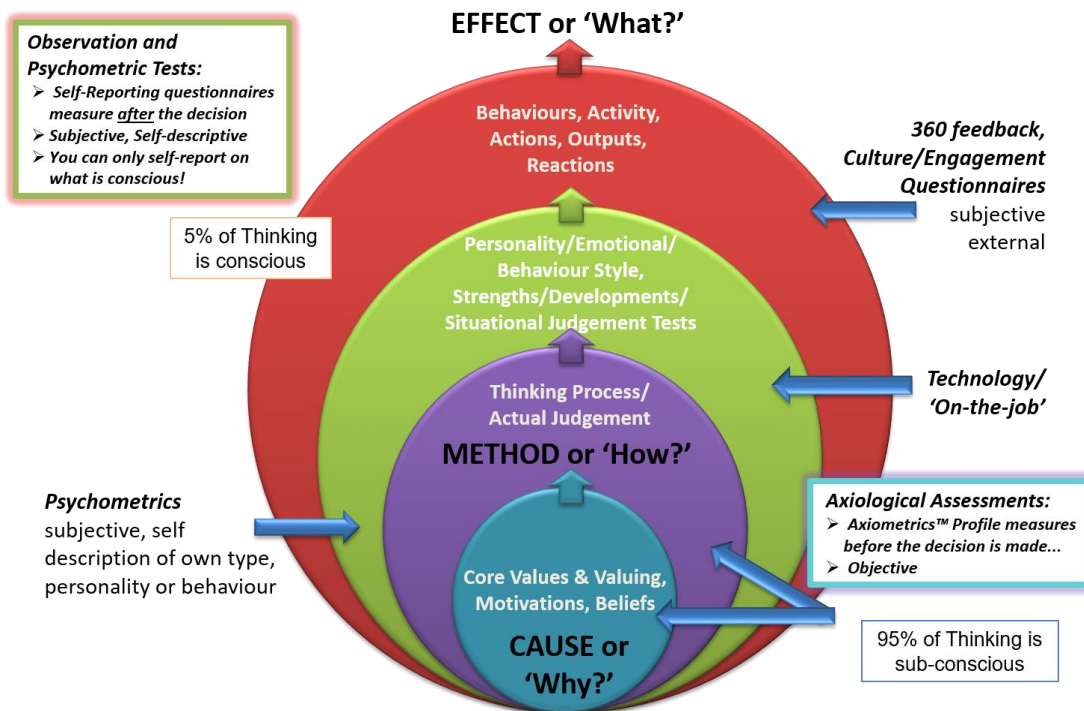
How is Axiometrics™ different to Psychometrics?

Many profiling tools, ask people to describe themselves, or what they would do, in given situations. This introduces four main problems:

- Often people do not know themselves well. It is especially true of cognitive traits; few people give a lot of focus on how they think.
- There is strong pressure for presenting a positive picture of one-self, especially in hiring/promotion situations (This is why so many assessments have a "fake good" score which tries to "catch" people lying about themselves.)

- Behavioural and Personality assessments which are ‘created’ through inductive reasoning and are self-reporting assume that individuals are able to make the ‘right’ decision when deciding what behaviour is needed to drive the best result.
- Psychometric tests are based on interpretation of observed behaviour; trends and patterns are then interpreted to create a ‘norm’. ‘Norms’ will vary across cultural groups making comparison of like with like impossible.

What are you measuring?



All assessments are derived from reasoning the requirements/parameters of something using either inductive or deductive techniques. Logicians define the two types of reasoning as:

- Inductive reasoning is reasoning with incomplete information and drawing a conclusion that may not be true, but which have some probability of being true. Either Ipsative (Situational Judgement Tests, PPA) or using the Likert Scale (MBTI, DISC, Insights, Strengths Finder tests, SDI, Belbin, 360s, Culture questionnaires etc.) Psychometrics have typically been 'created' using inductive reasoning.
- Deductive reasoning is reasoning with complete information to draw a certain or necessary conclusion. Axiometrics™ has been developed using deductive reasoning.

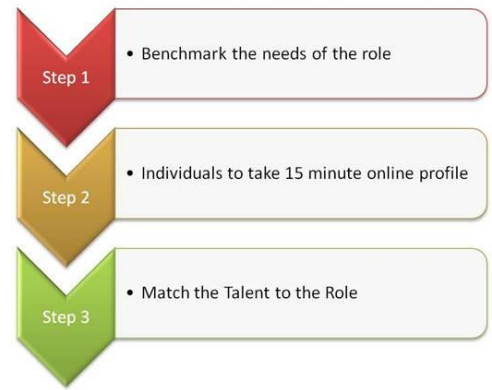
Why choose Axiometrics™ over other types of profiling?

- **Objectivity** – many personality/behaviour assessments only give you what people are willing to say about themselves. Axiometrics™ is a forced ranking assessment that measures how people think by asking them about what and how they value. Organising the statements takes most people less than 15 minutes, yet there are 6.4 quadrillion possible outcomes.
- **Bespoke to your unique environment** - The assessment you use is defined by you – we work with you to identify what good looks like in your unique environment and circumstances so that individuals can be measured against ‘real world’ ‘real time’ requirements.
- **Accuracy** – based on Nobel Peace Prize nominated research, Axiometrics™ has 80-95% success in identifying strengths and vulnerabilities in individuals against your benchmark criteria.

Defining 'Good': Scientific Axiometrics™ Benchmarking

3 Easy Steps

Axiometrics™ provides objective comparative analysis from one individual to another to ensure that you have the 'right' individuals in the 'right' seat for the 'right' reasons and at the 'right' time based on your unique organization, department and/or role competencies. Unique because we are able to create a bespoke benchmark enabling measurement of talent and talent potential.



Our Scientific Axiometrics™ Benchmarking is a highly specific, mathematical, objective measurement of an organization's personnel to deliver the desired values of the organization on the ground. This process represents an accurate overall measurement of:

- Talent level
- Ability to access that Talent
- Attitude
- Skills & Competencies

With the measurement complete, we analyze the data to compare top and bottom performers. The result is an objective indicator of the likelihood for success and failure within a unique company and culture.

This process will lower turnover costs, lower cost per hire, and lower cost of training, because training will now be targeted. Identifying and developing the best talent for your organisation is now a much more rigorous, yet simple, process.

Month 1: Benchmark of Individuals against 'values' criteria giving a Group View showing cohort development needs.

Leadership Style	Thinking Focus (Learning Style)	Communication Style	Talent	Access	Attitude	Skill	Z-Score	Relating With Others					Communicating With Others					Handling Customer Rejection					Job Related Attitudes					Problem Solving Capacity					Personal Work Attitudes																
								1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30												
1	Communicator	Doer/Feeler	Personal/Practical	0.98	0.95	0.92	0.89	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00

UK Estates Management business – used the tool to identify dysfunction within the organization and develop team capabilities.

The impact:

- Two 'rogue' managers (including the general manager) removed from business
- Reduction in personnel risk of 15% in 6 months
- Month 1 - £3 million sales pipeline;
- Month 7 - £18 million sales pipeline;
- Month 16 - secured £200 million investment

Month 7: Benchmark of Individuals against 'values' criteria showing distance travelled.

Leadership Style	Thinking Focus (Learning Style)	Communication Style	Talent	Access	Attitude	Skill	Z-Score	Relating With Others					Communicating With Others					Handling Customer Rejection					Job Related Attitudes					Problem Solving Capacity					Personal Work Attitudes																
								1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30												
1	Relator	Feeler/Thinker	Personal/Practical (World-Directed)	0.95	0.90	0.85	0.80	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00	0.95	0.96	0.97	0.98	0.99	1.00

The benchmark will also identify:

- Leadership, communication, learning and coaching styles
- Environmental and personal blockers inhibiting access to talent
- Trends in organization, department or team culture that might prevent optimum performance

Applications

- **Objective and Accurate People Metrics** - gives Executives, HR and Leaders objective data to drive strategy and align organisational values and culture to deliver the vision.
- **Attraction** – identify the skills and qualities you need in your talent pipeline in addition to academic qualifications; match and support mentors, coaches and sponsors with young talent to help optimise development; future proof with a benchmark that defines ‘good’ for the future.
- **Recruitment** – use as a screening tool to identify recruits’ alignment to your company’s values and screen out those who would present a risk; use an accompanying ‘interview guide’ to support questioning at interview; identify the level of risk associated with new recruits and use the data to design personal development plans and training programmes that optimise strengths and minimise risk.
- **Personal and Professional Development** – empower your people to take control of their own development through providing them with a personal development plan based on their unique ‘fit’ to the needs of the organisation. Use pre - employment to improve talent pipeline and use post - employment for continued performance improvement and succession planning.
- **Retention** – recognise, reward and develop people according to what they value; use the profile to support appraisals, objective setting, career and professional development. Use for succession planning and identifying talent potential.
- **Team-working** – use for team dynamics to identify strengths and vulnerabilities in a team, balance of thinking and the associated risks; identify strategies and actions to balance these better and deliver optimum performance of team and individuals.
- **Supply chain** – use through your supply chain to identify risk and improve performance and to align suppliers to your values and ethics.
- **Identifying 'Insider Risk'** – a recent development of the tool enables identification of the 3 types of insider ‘thinking’ leading to rogue behaviour:
 - Do not know right/good from wrong/bad and inadvertently chooses wrong/bad.
 - Know right/good from wrong/bad, but will choose wrong/bad regardless.
 - See wrong/bad as actually being right/good.
 - Aggregation of team/department/organisational data gives insight into the **causes** of people-risk 'hot-spots' giving opportunity to mitigate potential reputational risk.

Where has Axiometrics™ been used to benchmark talent?

UK Estates Management business – used the tool to identify dysfunction within the organization and develop team capabilities. The impact:

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HCCA – a division of HCA (Hospital Corporation of America) - used a bespoke competency modeled profile to recruit nurses. The impact:

- In a 6 month period, HCA reported a 28% reduction in its cost per hire, hiring over 50 nurses per month. Every bad hire eliminated saved HCA US\$50,000
- Over one six month period, elimination of 100 bad hires who would previously been recruited
- HCA estimates that using Axiometrics™ in its hiring process has saved approximately US\$5million

International Hotel and Hospitality – have used a bespoke report to recruit into the sales area of their business. The impact:

- 25-47% increase in sales for those recruited against the bespoke report
- Attrition rates reduced by 66%
- Saving in excess of US\$5million