

Superior Tools, Superior Results.

Almost everyone agrees that hiring mistakes are terribly expensive, both in terms of actual, out-of-pocket expenses and in terms of “opportunity cost.” Although most people in any particular organization tend to agree who the good vs. poor performers are, what they often totally disagree about is the explanation.

For example, if you were to ask a number of managers what general traits / attributes / skills / knowledge / experience / etc. make a good salesperson, you will tend to get as many different answers as the number of people you ask. Similarly, if you ask specifically: “What makes Sue such a good salesperson?”, you will tend to find very little consensus as to the secret of her success.

We take it for granted that every hiring manager is doing their best to hire the very strongest people that he or she possibly can. Unfortunately, however, their top hiring choices fail to consistently become top performers. If this were not true, organizations would tend to be “top-heavy” with high performers. Instead, the reality is typically more like:

Top Performers:	15%
B Performers:	20%
C Performers:	30%
D Performers:	35%

The goal is to fill every job with someone whose intrinsic values, beliefs and behaviors are a perfect fit to that particular job. Experience unfortunately demonstrates that almost no one can consistently accomplish this goal based on their own ability to assess candidates and their own understanding of the requirements for success in that job.

Core Value Index

Superior tools produce superior results. The Core Values Index (CVI) allows hiring managers to objectively identify attributes of individual candidates that benchmark their suitability for a particular job. While there are many seemingly similar tools (MBTI®, Birkma™, DISCTM, Profiles International™, etc.), the CVI is unique in a number of critical ways.

1. The CVI measures fundamental and unchanging aspects of each person’s core values rather than their personality, existing beliefs, or current behaviors. The CVI is reliable, meaning that the same person will reveal the same profile no matter when they complete the index or their current life circumstances at the particular time it is completed.
2. The CVI is extremely difficult to deceive, fool, or “game.” Completing the CVI requires that you choose two words out of 36 groups of four words each. Even if a candidate has considerable insight into the job he/she is applying for, it is impossible to translate that understanding into a guess about the “correct” choices among these word quartets.

By contrast, other instruments include questions such as: "At a party, are you more likely to (a) interact with many, including strangers, or (b) interact with a few, known to you." It is hard to imagine anyone who can't figure out the "right" answer to such a question.

3. The CVI is an unbiased instrument. Regression analyses have demonstrated no correlation between CVI profiles and race, gender, age, religion, or country of origin.

4. The CVI is quick and simple to administer. The CVI is completed on-line, requires only 10-15 minutes to complete, and is immediately and automatically "scored," with a five page summary available to the applicant.

Top Performer Profile™

The Top Performer Profile captures those CVI characteristics that are empirically associated with success in any specific job. The unique Top Performer Profile is created by applying the proprietary analytical software to the results of administering the CVI to the incumbents in a particular position, and the company provided performance ranking of these incumbents.

This profile can then be used to predict a particular person's probability of success in that position. The Top Performer Profile is based upon the empirical data and the **unique** factors of a particular position in a particular company. In turn, it captures those **unique** attributes demonstrated to be associated with success in the company's **unique** culture.

While a few other instruments use "Ideal Profiles," they are based on general and generic models of what makes a successful salesman, customer service representative, etc., with no regard to the unique aspects of the individual company's situation. While this is of some benefit, it does not allow a company to overcome the 80:20 syndrome. It never has and it never will.

The Hire Clearly method is superior to other pre-screening methods not only because the input data from the CVI is more reliable, but also because the Top Performer Profile is customized and implemented using superior technology. During field validation studies, the Top Performer Profile was able to screen out up to 97% of D performers. There is no other pre-screening tool on the market today has been able to produce this level of results.

[Contact](#) a Tidemark representative to learn if your company can benefit from the Hire Clearly and Retain Strategically process. Tidemark offers qualified companies a 30 minute consultation concerning the application and use of the Tidemark tools. There is no cost or obligation for the consultation.

To schedule your consultation, please call 1-888-880-TIDE (8433) or email info@tidemarkprofiles.com