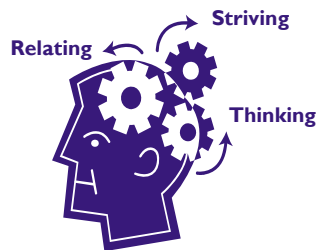


# Insight's Whole Mind Assessment

*Insight has designed a complete interview process that assesses all three parts of the mind for final job candidate selections. For key roles, we profile preferences, natural instincts, thinking abilities and overall job fit to meet your organization's growth objectives.*

## 3 Parts of the Mind

For centuries it has been proven that we each have three parts of the mind. Unfortunately, most recruiting and hiring processes forget this. Often, personality assessments are misused as screening tools, resumes are overused, and interviews are only utilized for assessing whether employers "like" the candidate. Unfortunately, none of these approaches give you actual information about how a person will perform or do a job. Personality assessments, resumes, and purely "chemistry interviews" (as we call them) give you no relevant or reliable information as it relates to actual job performance.



To successfully profile top candidates, especially for key positions, assessing all three parts of the mind of a candidate is required in order to understand how he or she relates to others, strives to perform, and thinks to process information.

These three distinct areas can be assessed through a combination of affordable assessment tools, verbal interviews, and assigned activities that are orchestrated during the recruiting process.

In our experience, we have tested different tools and developed a base process for Whole Mind Candidate Assessment practices. No process guarantees hiring success. Every process is contingent on the availability of a continually fluctuating candidate pool. Also, major internal inhibiting factors include: an organization's lack of readiness to internally accept a new person due to unstable cultural dynamics; and having unrealistic and unaligned management

expectations for the job being placed. Our business turnaround services address such issues as an important parallel track to hiring. Yet as a focused tactical process, our Whole Mind Assessment process is comprehensive and gives you far more reliable information than "winging it."

While we can customize this process to specific client requirements, it comprises the general sequence and types of practices that are shown in the diagram below. This process is important for developing an accurate profile of a future employee who will be meaningful to your organization.

We encourage this process for higher-level key executives and leaders in your organization. This complete process is not cost effective nor necessary as a selection process for middle and lower level positions (cost averages \$1400 per number of Tier 2 candidates, including assessments). It is exclusively designed to funnel a pool of candidates to less than three of the best candidates at any one point in time. Increasing your chances for successful selection is the goal. Yet don't be too disappointed if it simply eliminates the wrong candidates for your organization.

## The Process

Our clients ask for assistance during the recruitment process for tasks ranging from administrative support for initial gathering and organizing of resumes, to designing job descriptions, to completing the entire interview process from start to finish. Our involvement depends on the client's desire to be in control of the process with consideration of budget. Hiring and training the wrong person costs an organization up to equal the amount of one year's salary in time and expenses during the first year of employment. For this reason, we do our best to challenge the integration of best selection and hiring practices.

Many find our practices to be unconventional because we address what others miss. For example, we use instinct tools to determine how a candidate operates

to assess job fit rather than just looking at the job history. The fact is, the average person changes careers three times—and usually for the better. College degrees are chosen with little consideration for career satisfaction and personal fit.

Therefore, we believe that the best candidates are often overlooked because of only reviewing resumes based on experience and not considering how a person will successfully perform in a job that is relative to his or her talent set. Just because a candidate started in one industry, doesn't mean he won't be successful in yours. In fact, knowledge transfer from other industries can be the purpose of gaining a strategic hire that brings you new innovative applications and fills voids of abilities lacking in your organization. Plus, people's interests and attitudes change when they are doing what they enjoy. With over half of employees being unsatisfied in their current jobs, why not explore a new mutually beneficial experience?

These realities make it imperative to broaden your organization's skills and abilities for assessing people. This is the differentiating foundation of our Whole Mind Assessment process that is not only unique, but appropriate for the dynamics of our dramatically changing economy from industrial and service industries to innovation and brand-building industries.

## Insight's Role

Since Insight is a strategic turnaround firm and not a recruiting firm; we do not track availability of possible candidates. We do utilize recruiting websites to gather resumes based on criteria and we team with professional recruiters who specialize in specific fields to obtain possible candidates. Insight's role is to provide the support to assure (regardless of where you choose to get your candidates from) that given your budget, job requirements, and internal recruiting skills, that you are adding the right people to the right jobs with a process that can be replicated in the future.

## Insight's Standard Whole Mind Candidate Assessment Process (can be customized)

