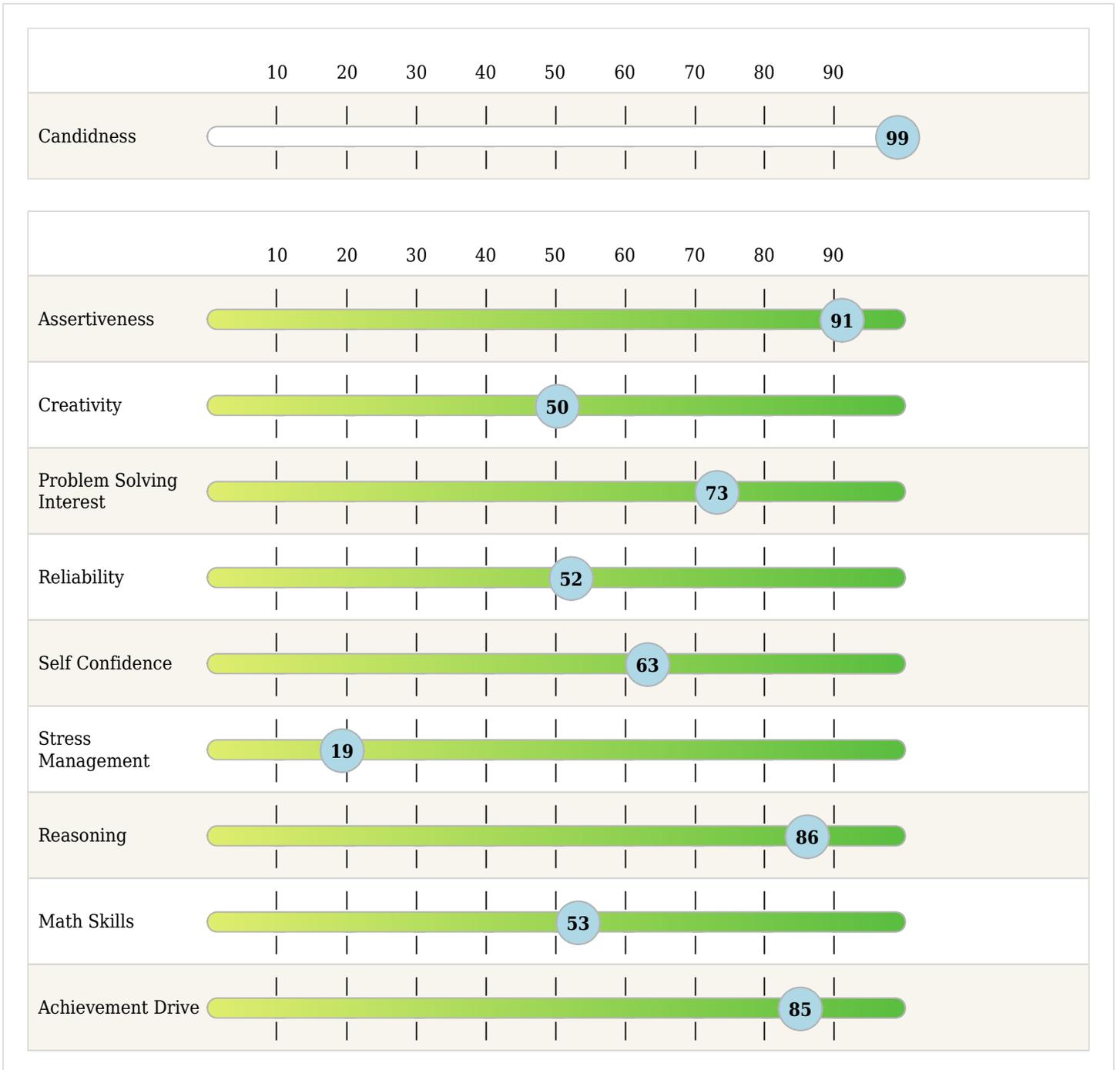


Workforce Insights

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Marketing Manager



Notice

The following report shows the results generated from the answers given by this candidate when they took this assessment.

Although they provide valuable information to help you make better hiring decisions, they should never be used as the only basis for deciding to hire or not hire this candidate. You should always take into consideration the candidate's previous work experience, education obtained, skills needed to perform the job, personal and business references as well as information obtained during the interview process. If the job could potentially affect the safety of others, it is important to also take into consideration other screening information such as drug & alcohol tests, background checks, Doctor's physicals, etc.

Detail Report

Below you will find a brief description of the meaning of each section, and then the score and a description of how that applicant scored on the given section and what that score means about the applicant.

Candidness

Score 99

Description: Candidness measures the degree to which the individual is likely to be candid and accurate in his/her responses and is therefore not trying to outsmart the test in an effort to present him/herself in a more favorable light.

About the Applicant: This individual's Candidness score indicates there is a higher probability that this individual answered the test questions candidly and accurately compared to those scoring lower. The candidate's responses are likely to be an accurate representation of his/her attitudes and behaviors.

Assertiveness

Score 91

High

Description: Assertiveness measures the degree to which the individual is likely to assert him/herself, speak his/her mind and enjoy taking control or the lead in group situations. This characteristic is important for jobs where a strong personality is a plus (e.g., most sales jobs and managerial positions).

About the Applicant: This individual's Assertiveness score falls within the High range. There is a higher probability that this individual will assert him or herself when necessary, speak his or her mind, and take control of situations when appropriate when compared to those scoring lower. This is definitely an area of strength for this individual.

Creativity

Score 50

Moderate

Description: Creativity measures the degree to which the individual is inventive and creative in their thoughts and ideas. This characteristic is important for jobs requiring innovative thinking (e.g., creative positions, marketing, product development and some management jobs).

About the Applicant: This individual's Creativity score is within the average range. While some individuals who score in this range are likely to be innovative and creative thinkers, others, at times, may be a bit more reserved and less inventive in their thinking. More in-depth interviewing and reference checks focusing on the ability to be creative may be a good idea for this individual if this characteristic is important for job success.

Problem Solving Interest

Score 73

High

Description: Problem Solving Interest measures the degree to which an individual enjoys working on mentally challenging tasks and uses creative thinking when engaged in problem-solving activities. Some examples of jobs where this ability would be appropriate would be product development, marketing, research, or management.

About the Applicant: This individual's Problem Solving score falls within the High range. There is a higher probability that this individual enjoys working on mentally challenging tasks and uses creative thinking when engaged in problem-solving activities than for those scoring lower. This is definitely an area of strength for this individual.

Reliability

Score 52

High

Description: Reliability measures the degree to which the individual is likely to be dependable, hardworking, and conscientious about the quality of his/her work. This characteristic is appropriate for all jobs.

About the Applicant: This individual's Reliability score falls within the High range. There is a higher probability that this individual is dependable, hardworking, and conscientious about the quality of his or her work than for those scoring lower. This is definitely an area of strength for this individual.

Self Confidence

Score 63

Moderate

Description: Self Confidence measures the degree to which the individual is likely to be self assured, is not overly affected by what others think of him/her, and is confident in his/her decisions and actions. This characteristic is important for jobs that require independent thought, a self-starter attitude, sales, and management.

About the Applicant: This individual's Self Confidence score falls within the Moderate range. While some individuals who score in this range are likely to be self-assured, are not overly affected by what others think of them, and are confident in their decisions and actions, others (particularly those who score at the low end of the range), at times, may not demonstrate these characteristics. More in-depth interviewing and reference checks focusing on issues of self confidence may be a good idea for this individual if this characteristic is important for job success.

Stress Management

Score 19

Low

Description: Stress Management measures the degree to which the individual is likely to demonstrate patience and stress tolerance during times of conflict with customers, coworkers and other stressful work-related situations. This characteristic is appropriate for jobs requiring interactions with customers, multi tasking, and jobs in fast paced organizations to name a few examples.

About the Applicant: This individual's Stress Management score falls within the Low range. There is a higher probability that individuals who score in this range may have some trouble demonstrating patience and managing stress during times of conflict with customers and co-workers or in other stressful work-related situations than for those scoring higher. This may be an area of concern for this individual. More in-depth interviewing and reference checks focusing on stress management are highly recommended for this individual if this characteristic is important for job success.

Reasoning

Score 86

High

Description: Reasoning measures the degree to which this individual has the ability to learn quickly, problem solve and understand basic mathematical concepts. This ability is appropriate for most, if not all, jobs.

About the Applicant: This individual's Reasoning score falls within the High range. There is a higher probability that this individual is a quick learner who understands basic mathematical concepts and resolves problems using logic and reasoning than for those scoring lower. This is definitely an area of strength for this individual.

Math Skills

Score 53

Moderate

Description: Math Skills measures a basic understanding of mathematical computation and concepts (e.g., making change, calculating percentages, applying discounts, basic addition, subtraction, division and multiplication). The ability to solve these types of problems has also been related to speed of learning and general problem solving skills. This test is appropriate for jobs requiring knowledge of basic math functions (e.g., cashiers, tellers, basic accounting, payroll, etc.).

About the Applicant: This individual's Math Skills score falls within the Moderate range. While some individuals who score in this range demonstrate the characteristics of a quick learner who solves problems with an understanding of basic mathematical concepts, others (particularly those who score at the low end of the range), at times, may have trouble consistently demonstrating these abilities. More in-depth interviewing and reference checks focusing on math skills may be a good idea for this individual if this characteristic is important for job success.

Achievement Drive

Score 85

High

Description: Achievement Drive measures the degree to which the individual is likely to be ambitious and driven to be the best. This characteristic is important for jobs where the attainment of established goals and benchmarks is important (such as sales and managerial jobs). It is also important for jobs where there may be competition within departments or between co-workers, and for positions where the individual is expected to grow and advance to higher levels within an organization.

About the Applicant: This individual's Achievement Drive score falls within the High range. There is a higher probability that this individual is competitive and driven to be the best at whatever he or she does than for those scoring lower. This is definitely an area of strength for this individual.

Responses & Interview Questions

Below you will find interview questions based on the applicants answers given during the assessment. Questions are generally only provided for questions where the applicant's answer negative affected their score. Therefore, if an applicant scores well on the assessment, this section will be shorter than if they scored poorly.

Candidness

Question: I have never been bothered when others have disagreed with me.

Answer: Agree

Follow-Up Question: How do you feel when others disagree with you?

Assertiveness

Question: There have been times when I have wished I had been more assertive.

Answer: Agree

Follow-Up Question: Describe for me instances when you wish you would have been more assertive? Give work-related examples.

Question: Being reserved is one of my most obvious traits.

Answer: Neutral

Follow-Up Question: What situations cause you to be more assertive and less laid back?

Question: When I am involved in conversation, I am usually the one in control.

Answer: Neutral

Follow-Up Question: How do you handle conversations with assertive customers or co-workers? Please give examples.

Creativity

Question: When trying out new things, I may be perceived as being more careful than most.

Answer: Agree

Follow-Up Question: Describe how you have handled new situations or responsibilities at work. Did you view them as more of a challenge or as something to handle with reservation?

Question: Most of my coworkers would describe me as someone who thinks conservatively.

Answer: Agree

Follow-Up Question: When have you offered your thoughts and ideas at work? Please describe what ideas you had and how they were received.

Problem Solving Interest

Question: Co-workers would describe me as a conservative thinker.

Answer: Agree

Follow-Up Question: What are some of the benefits and negatives about always thinking in a conservative manner? What type of thinker are you? Give examples of some new ideas you have had that you have wanted to implement at work.

Reliability

Question: Like most people, there have been times when I have not been as reliable as I could have been.

Answer: Agree

Follow-Up Question: Describe for me occasions when you have not been as dependable or reliable as you should have been.

Question: If I complete all but one of the projects I have been assigned, I feel I have been successful.

Answer: Agree

Follow-Up Question: What percentage of your objectives must you complete before you consider yourself successful?

Question: If my work is not perfect, I am not satisfied.

Answer: Disagree

Follow-Up Question: With respect to your work, what brings you satisfaction? How important is it for you to be perfect in your work in order for you to be satisfied? Please explain your answer.

Self Confidence

Question: I always know that I will make the right decision.

Answer: Disagree

Follow-Up Question: Before you make an important decision, do you seek the advice of others or do you take matters into your own hands? Please give work-related examples.

Question: Like most people, my self confidence tends to rise and fall at times.

Answer: Agree

Follow-Up Question: What situations make you feel the most confident and which make you feel the least?

Question: At times, managers have decreased my self confidence a bit.

Answer: Neutral

Follow-Up Question: How do you deal with managers that constantly criticize your work? Or don't seem to appreciate anything you do?

Question: I never worry about whether I will perform to my potential.

Answer: Disagree

Follow-Up Question: Do you sometimes worry that you will not be able to perform your work as expected? Please explain your answer.

Stress Management

Question: I enjoy handling difficult customer or co-worker situations.

Answer: Disagree

Follow-Up Question: Do conflicts with customers or co-workers cause you stress? Describe exactly how these situations affect your workday.

Question: It is easy to manage work-related pressures.

Answer: Disagree

Follow-Up Question: When you feel stressed over work-related matters, how do you cope? What do you do?

Question: Like most people, I am more comfortable when working on one task than when working on multiple tasks.

Answer: Agree

Follow-Up Question: Give examples of when you have had to juggle multiple tasks. How did you deal with this situation?

Question: Customers and co-workers should be more sympathetic and realize that not all problems can be resolved at once.

Answer: Agree

Follow-Up Question: Do you think people have the right to get angry when you are doing all you can to help them out? Please explain how you have handled hostile situations like this in the past.

Question: Work pressures are easy to control so that they do not affect one's work.

Answer: Neutral

Follow-Up Question: How do work pressures affect your work? Give examples from your experience.

Question: When a co-worker or customer insults me, I tend to take it personal.

Answer: Neutral

Follow-Up Question: Explain how insults or criticisms affect you?

Question: Those who know me would describe me as being calm and free from stress.

Answer: Neutral

Follow-Up Question: How would you describe yourself when it comes to dealing with stressful work-related situations? Do you get anxious or remain calm? Please give work-related examples.

Achievement Drive

Question: I always feel that I have to win at everything.

Answer: Disagree

Follow-Up Question: Are you a competitive person? Please explain your answer using work-related examples.

Question: I am willing to risk it all to win it all.

Answer: Disagree

Follow-Up Question: What is your philosophy on risk? Do you feel it is necessary to take risks to succeed? Please explain your answer.

Question: If I reach 90% of my goals, I am satisfied.

Answer: Agree

Follow-Up Question: What percentage of the work objectives or goals that you and your supervisor have established for yourself do you feel are appropriate to achieve? Please explain your answer.

Question: Some people can go overboard and become too competitive.

Answer: Neutral

Follow-Up Question: Give examples of situations where you have felt uncomfortable being competitive.

Question: True winners get over losing without much pain. They realize "it is only a game."

Answer: Neutral

Follow-Up Question: How important to you is winning? Can you give examples from your work history when you have "lost" or an outcome was not what you were striving for? How did you feel? What did you learn from it?

Reasoning

Question: Most good managers enjoy mentoring employees. Most good managers are people-oriented individuals. Assuming these two statements are true do some people-oriented individuals enjoy mentoring employees?

Incorrect

Candidates Answer: Not enough information to answer

Correct Answer: Yes

Question: Department is related to organization as employee is related to:

Incorrect

Candidates Answer: supervisor

Correct Answer: team

Question: What number is needed to complete the pattern below?

Incorrect

66 73 13 21 52 _ 10 20

Candidates Answer: 58

Correct Answer: 61

Question: Nicholas bought three business related books. His total bill was \$150. If one book cost him 50% more than the other two books combined what was the price of this more expensive book?

Incorrect

Candidates Answer: \$95.00

Correct Answer: \$90.00

Question: Sixty percent of Company A's employees are considered top performers. Fifty five percent of Company A's employees are in a rigorous training program. Assuming these two statements are true are most of Company A's employees in the rigorous training program considered top performers?

Incorrect

Candidates Answer: No

Correct Answer: Not enough information to answer

Math Skills

Question: $48,000 \div 8 =$

Incorrect

Candidates Answer: 600

Correct Answer: 6,000

Question: At the end of the business day, Sam attempts to balance the register. According to Sam's count, the register has \$1,453.27. However, the register receipts show that the register should have \$1,455.32. How much is Sam's figure off by?

Incorrect

Candidates Answer: \$2.09

Correct Answer: \$2.05

Question: Joe buys a set of books that cost \$45.58. He gives the cashier three (3) \$20 bills and three (3) pennies. How much change should Joe get back?

Incorrect

Candidates Answer: \$14.55

Correct Answer: \$14.45

Question: Jose is working the register and runs out of dimes and quarters. He needs to give a customer 67¢ worth of change. He gives the customer 2¢. How many nickels must he now give the customer to provide the correct change?

Incorrect

Candidates Answer: 15

Correct Answer: 13

Question: Store A has a promotion. If you buy three shirts, you get 25% off the total price of the three shirts. Store B has the same shirts on sale with the promotion that if you buy three shirts, you get the third shirt at a 50% discount. Store C has the same shirts on sale with a 10% discount. Assuming the three stores have the shirts priced equally before any promotion or sale and assuming you want to buy three shirts, which store's promotion or sale gives you the better deal?

Incorrect

Candidates Answer: Store B

Correct Answer: Store A