

# Affinity

Get to know your  
Affinity Associates



# Affinity Overview

## › Combined Experiences:

- › 32 years of Navy service
- › 27 years of Marine Corps service
- › 40 years with the Department of Defense

## › Relationship with:

- › Georgia Tech
- › University of Illinois

## › Experts in:

- › Subject Matter
- › Artificial Intelligence / Machine Learning
- › Software Development
- › Graphics and Media

- › Beckman Institute for Advanced Science and Technology

- › Behavioral Science
- › Mathematical Analytics
- › Simulation Review
- › Psychological Assessment

# Affinity Products

- › Mastered the job-to-person affinity match
  - › Developed JOIN and RIDE
  - › Current development of MCOSM
  - › Other developments include:
    - › SCORE!
    - › First Pass Yield
    - › AF-WIN
  - › Utilizing **Watson Interest Taxonomy™**

# Affinity Clients *(include but not limited to)*

- › United States Marine Corps
- › Department of Defense
- › MilGears

# Affinity Client Highlight

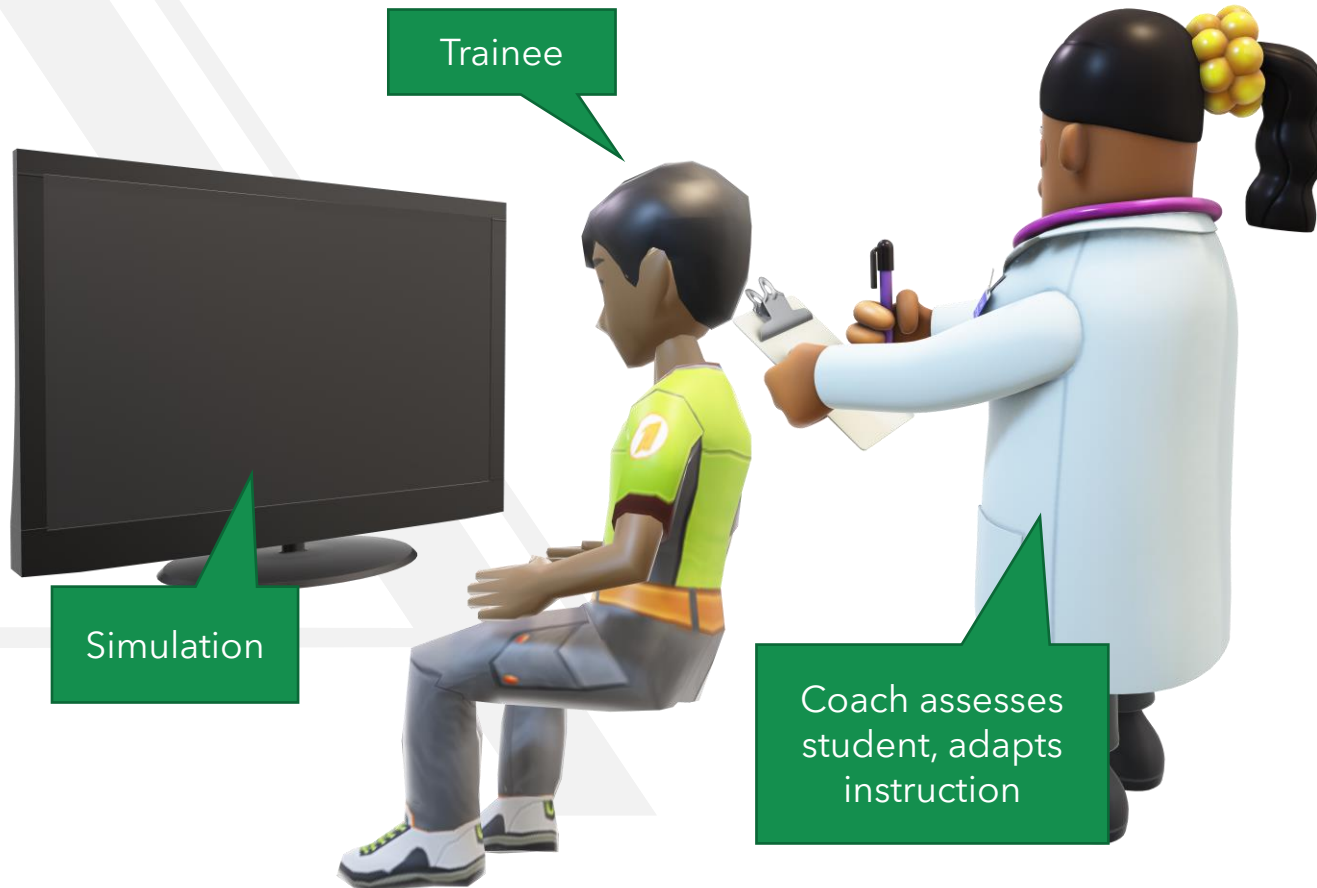
## United States Marine Corps

- › Showcased in the *Marine Corps Gazette*, June 2021<sup>1</sup>
- › Directly consulting with multiple departments in USMC
- › Developing unique affinity matching for interest, aptitude, and other tailored points of Marine Corps requirements
- › Providing clear pathways to success in diversity, retention, and overall Marine Corps optimization

<sup>1</sup> [Diversity-Equity-Inclusion.pdf \(mca-marines.org\)](https://www.mca-marines.org/Diversity-Equity-Inclusion.pdf)

# Affinity Expert Knowledge Example

## Solution Approach: Capture Expert Assessment Policies



- › Unique competencies:
  - › Develop affordable assessment system for open-ended simulations
  - › Link assessment rules to coaching
- › Have experts review and critique what trainees did
- › Turn expert's critiques into a set of scoring rules that assess performance
- › Under various domains:
  - › Maintainers
  - › Organic Chemistry
  - › Teams (Crew Gunnery / Convoys)
  - › Power Grid Operators

# Affinity Pledge

Our unique blend of technical skill, comprehension of the military mission and workplace, and innovation and excellence in bleeding edge technology empowers the Individual, Organization, and Society.

# The Affinity Difference.



[AffinityAssociatesLLC.com](http://AffinityAssociatesLLC.com)

---

---