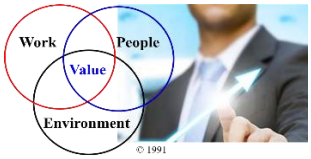
PERFORMANCE ADVANTAGE

Executive Briefing

Talent Engineering IP

Talent Engineering Technology®

AMERICAN PSYCHOLOGICAL ASSOCIATION, SOCIETY FOR HUMAN RESOURCE MANAGEMENT, TEXAS PSYCHOLOGICAL ASSOC, COGNITIVE SCIENCE SOCIETY



Talent Engineering Technology® uses science and math to explain talent variance and predict job performance. 5 leading corporations have successfully applied our technology globally since 1991 to improve their hiring, development, coaching, engagement, self-management, and leadership development. **We are seeking partners to purchase this technology or help us scale it**

TALENT ENGINEERING TECHNOLOGY ARCHITECTURE

Causal foundation: how 3 factors interact

- **WORK** — What the job demands
- **PEOPLE** — Who does the work
- **ENVIRONMENT** — Resources/Conditions

Proprietary engine: three steps

- **STANDARDS** — Model top performers
- **MEASURES** — Gaps Vs Standards
- **SOLUTIONS** — Learning Options

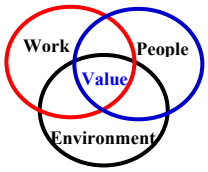
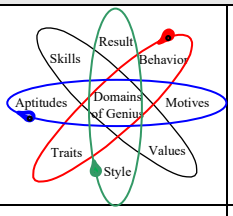
Applications Guides: Six Tools being used globally since 1991

- Candidate
- Hiring
- Development
- Coaching
- Self-Management
- Culture

Outcome: more top performers

- **HIRE** — Select for Fit
- **DEVELOP** — Close Gaps
- **ENGAGE** — Self-Directed
- **RETAIN** — Keep top talent

Six Proprietary IP Components – with Scientifically and Economically Defensible Differentiation

					
WPE compatibility model for analyzing how value is created in any job	**Success Profiles** - compares people to what distinguishes top performers	**5-Level Measures** quantifies causes of performance and job person compatibility	**Domains of Genius** identifies strengths, competence, and situational genius	**Work-Life** model is a proven formula to enable productivity and life success	**Talent Analytics** defines job demands and how well people meet these needs

This IP has proven capability to differentiate an HR consulting organization from all competitors by accurately **predicting** performance and job-person compatibility. The scientific framework for this is a 3-step Talent Engineering process:

1) **STANDARDS** - setting high achievable standards based on what distinguishes top performers in a job,
2) **MEASURES** - measuring people in or considered for the job on those high standards, and
3) **SOLUTIONS** - focusing change/development interventions on the measured gaps between people and standards

Evidence of Value - ***Alcatel, Hitachi, Johnson & Johnson, Nokia, and Texas Instruments*** issued us contractors' badges to deploy Talent Engineering Technology® globally (I traveled over 3 million miles serving their diverse talent needs and improving HR systems). No other HR consultancy can match our ability to predict performance and job-person compatibility as accurately or cost-effectively. A client CFO documented a $14M increase in annual sales revenue from a single deployment.

One *Success Profile* Added $14 MILLION in Annual Sales Revenue



Scientist Developer Was Former VP-HR

I was a VP-HR with advanced degrees in Applied Cognition and Neuroscience who developed mathematical methods and practical solutions to complex HR and people problems. My experience and scientific education enabled me to develop reliable analytic HR tools that grew into a 100-item IP collection. I collaborated with professors, statistical experts, talent pros, psychologists, and software engineers to design, apply, test, refine, and validate each product in the 7-Module catalog below:



7 Module Catalog of Talent Engineering Technology®

1. Measurement - quantitative tools to assess/report performance and talent
2. Standards – high-achievable targets
3. Coaching – resources to help people to discover better work-life choices
4. Analytics – math-statistics and algorithms that explain-predict talent
5. Talent – resources to develop-manage
6. Performance – tools to identify learning priorities and strengths
7. Development - assessment-based learning in a solutions matrix

Acquisition question: Could this technology profitably and quickly complement your portfolio?

Is there a recognizable technology? Yes
Is there intellectual architecture? Yes
Is there substantial IP/product depth? Yes
Is there evidence of real-world deployment? Yes
Is there evidence of economic value? Yes
Has it been used by major organizations? Yes
Can it be transferred to users? Yes
Can it complement existing technology? Yes

See 10-minute video on Talent Engineering origins and applications: https://vimeo.com/1188854506?fl=ip&fe=ec

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