PeopleAnswers

**They both say they're qualified,
but only one would make a great leader.**

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Hire the best, improve productivity and lower the cost of managing your most valuable asset, your people.

PeopleAnswers partnered with Rice University and Texas A&M to bring to market a revolutionary new software that gives companies unparalleled insight into job applicants and existing employees. PeopleAnswers' software analyzes a candidate's Behavioral DNA™ against those from existing top performers, allowing companies to hire new employees that greatly outperform and outlast traditional hires. Companies like Neiman Marcus, Yahoo!, and Freightliners are using PeopleAnswers' software to compare the Behavioral DNA of thousands of applicants against their own existing top performers. PeopleAnswers' detailed analysis allows companies to reduce hiring costs, reduce turn-over, and increase the caliber of new hires.

PeopleAnswers helps companies:

- Duplicate Their Existing Top Performers
- Reduce Turn Over
- Decrease Hiring Costs

About PeopleAnswers

Elevate the company you keep

PeopleAnswers joined forces with leading universities and research centers of Industrial-Organizational Psychology to develop a revolutionary new software that helps companies duplicate their existing top performers. PeopleAnswers' software uses proven and validated Industrial Psychology principles to provide an unprecedented level of insight into the future capabilities of job applicants or existing employees.

PeopleAnswers helps companies:

- Duplicate their Top Performers;
- Reduce Turnover; and
- Decrease Hiring Costs

PeopleAnswers' software analyzes a large set of behavioral characteristics (Behavioral DNA™) in candidates or employees and compares it with an ideal profile specific to the position at hand. The results are impressive.

Dr. Miguel A. Quiñones, chair of the Industrial/Organizational Psychology Program at Rice University and advisor to PeopleAnswers confirms, "PeopleAnswers' solution is truly leading edge.

In addition to providing a very large selection of best practice ideal profiles used in the analysis, PeopleAnswers lets companies create their own ideal profiles based on their existing top performers. PeopleAnswers software can analyze the Behavioral DNA of a set of existing top performers to quickly create a custom ideal profile. Any organization that wants to duplicate their existing top-performers (sales, consultants, technical positions, etc.) would benefit from PeopleAnswers' advanced software. What company did not wish they could replicate their best performer over and over again?

Companies are currently using PeopleAnswers tools for these applications:

- Pre-Employment Selection – PeopleAnswers can help you ensure that only top performers get hired into your organization. Besides unparalleled performance gains, PeopleAnswers can provide you with lower recruitment costs, increased productivity and shorter hiring cycles.

- Evaluation of Current Employees – PeopleAnswers software can assess your existing employees through its unique performance and psychological profiling system. Our system can help you effectively manage and develop your existing talent.

- Downsizing Aid – In a downsizing market, what employees will you keep? Why not take into account an employee's potential when prioritizing human resources? PeopleAnswers' unparalleled insight into your existing employee base can help you make the right decisions by carefully evaluating and ranking your human capital from a behavioral perspective.

Some of Our Customers

What Our Customers Are Saying

*"PeopleAnswers allows me to clone the best qualities of my existing top performing sales people into an ideal Behavioral DNA profile", explains **Bob Roden, Director of Sales for Yahoo!.** "Once that ideal profile is built by the PeopleAnswers software, it can quickly analyze thousands of applicants searching for a perfect match. PeopleAnswers gives me an important edge in helping me select the right individuals to add to my team."*

*"We're very excited about the positive effect PeopleAnswers will have on our business", said **Gerald Chunn, Partner of LoneStar Freightliner**. "As businesses grow, it becomes increasingly difficult to maintain high quality standards across a growing work force. We're confident that PeopleAnswers will maintain and improve the competitive advantage of our quality professionals that we enjoy today."*

*I have tried many different hiring predictors, pre-employment questionnaires, in my career as a business owner," said **David Katzman, Director for Quicken Loans.** "After a long struggle we have found a company and product that really works and we are currently using it with all new sales hires."*

How Our Tools Work
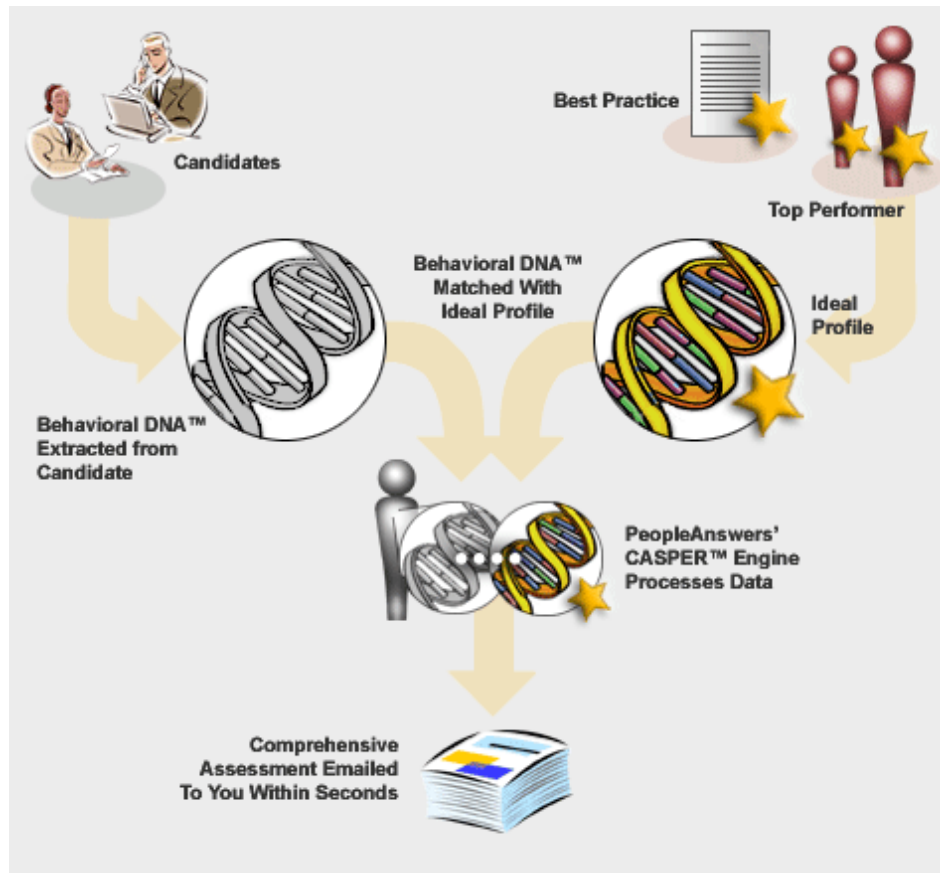
PeopleAnswers' tools work by extracting the Behavioral DNA from your candidates or employees and then comparing it with an Ideal Profile. The resulting assessment is a comprehensive analysis of this comparison, as well as a rich discussion on the behavioral aptitudes of your candidate, presented in an easy to understand format. You don't have to be an industrial psychologist or pay expensive consultants to interpret the results. In other words, PeopleAnswers provides a psychological assessment for the rest of us.

Step 1: Extract the Candidate's Behavioral DNA

The process of extracting a candidate's Behavioral DNA is straight forward. PeopleAnswers licenses well known industrial psychology surveys validated through decades of use. This insures that you are using instruments that are proven to reliably and accurately measure behavioral attributes, time and time again. PeopleAnswers has automated these surveys to allow candidates to complete them online. Once the surveys are completed, PeopleAnswers immediately produces and records the candidate's Behavioral DNA.

Step 2: Select an Ideal Profile

The next step is to select an Ideal Profile to compare with the Behavioral DNA. The Ideal Profile is a Behavioral DNA composite that represents the ideal candidate for a specific position. There are two types of Ideal Profiles to choose from: Best Practice and Top Performer. Best Practice Profiles are pre-assembled by PeopleAnswers. They represent the experience of dozens of experts gained through years of observing top performers. Your PeopleAnswers system comes pre-loaded with a long list of ready-to-use Best Practice Profiles.

Top Performer Profiles are generated by the PeopleAnswers system using the Behavioral DNA of your best employees. This state-of-the-art, patent-pending module of PeopleAnswers allows any organization to create an Ideal Profile based on their own top performers. Just have your known top performers take our online surveys and PeopleAnswers' CASPER engine builds a custom Ideal Profile that describes the aggregate of your top performers, ready for your immediate use. Using a Top Performer Profile is the best way to find candidates with the same set of winning behavioral characteristics as your own top performers. Experts agree that behavioral characteristics are one of the best indicators of future performance!

Regardless if you are using a Best Practice Profile or a Top Performer Profile, PeopleAnswers allows you to include the unique characteristics of your company's culture into the Ideal Profile. The best candidate in the wrong culture will not perform to their abilities. Studies show that cultural fit significantly impacts a person's productivity and performance. This powerful Cultural Fit Analysis is exclusive to PeopleAnswers.

Step 3: PeopleAnswers Creates the Assessment

PeopleAnswers' system compares the candidate's Behavioral DNA with the Ideal Profile to create the final assessment which is broken down into reports and modules each serving a specific purpose:

- Dashboard – Look at the big picture: Critical information from the assessment is summarized and presented graphically in an easy to understand format for quick reference. Links allow you to quickly drill deeper into only the information you want to investigate further.

- Key Performance Indicators – Determine fit and strength of key characteristics: The behavioral dimensions measured are combined into behavioral composites to provide insight into important competencies such as Intellect, Drive and Motivation, Work Style, Interpersonal Style, Leadership/Management Style and Cultural Fit.

- Narratives – Get the whole story in plain English: This state-of-the-art module creates extremely rich narratives one sentence at a time as it examines the candidate's Behavioral DNA as it relates to the Ideal Profile. An artificial intelligence grammar engine then assembles the unique narrative that describes your candidate or employee accurately and in detail.

- Attributes – Know the candidate so you can manage them better: This module summarizes the Narratives into specific management insight to quickly determine if the candidate will fit your needs. Attributes can also be used by the candidate's direct report to better manage the candidate to increase his or her productivity, overall job satisfaction and longevity.

- Interview Questions – Take the insight and knowledge gained from the assessment into the interviewing process: CASPER reviews important characteristics of a particular job then determines the candidate's most severe deviations to uncover the most noteworthy risks. Then CASPER develops customized interview questions that help you probe deeper into these areas of potential risk. The result is more meaningful interviews that focus on the important issues that must be dealt with before making a decision about a candidate. PeopleAnswers provides the insights, initial and follow-up questions, the analysis of how to interpret the candidate's responses, and even questions to ask the candidate's references.

- Consensus Builder™ – Compile and document interviewer reactions quickly and easily: After each interview is complete, interviewers can easily and securely add their comments to quickly build consensus about a candidate.

- Development Resources – Focus on a candidate's growth points to build a best of breed workforce: PeopleAnswers is pre-loaded with vast base of development resources that can help a candidate take advantage of growth opportunities. Companies can add their own courseware and development resources to they system as well.

- Ranking – Compare multiple candidates to find those with the highest correlation to job fit: All candidates being assessed for a position are ranked in order of their behavior's correlation to job fit allowing you to quickly determine which candidates on which you want to focus your attention. PeopleAnswers even lets you export information to Microsoft Excel to continue your analysis offline.

- Printing Engine – Take it with you and share with others: PeopleAnswers advanced printing engine lets you select any portion or all of the online assessment to be repurposed in a formatted, printable document allowing you to review the information offline, include in management reports or share with others.

The final assessment is available for you to review online via a web browser within minutes of your candidate's completion of the surveys. You receive an automatic email notification as soon as the assessment is complete.

Integrated into Your Existing HR Systems

All of PeopleAnswers' tools can integrate seamlessly into your existing HR systems including, but not limited to, Application Tracking Systems, Enterprise Management Systems and Human Capital Management Systems. The PeopleAnswers tools are built on a secure, open architecture using industry standard XML protocols allowing for quick integration with your existing systems.

Sample Screens

- PeopleAnswers' Dashboard provides a summary of all important factors needed to make quick decisions about a candidate.

- The format is simple, easy to understand and to the point.

- Detail pages for each Key Performance Indicator let you drill down to specific points of interest.

- Information is presented graphically to convey complex issues in an easy-to-understand format.

- Plain text explanations describe the impact a candidate's Behavioral-DNA will have on their work.

- Customized interview questions let you pinpoint areas for further review.

- PeopleAnswers' Must-Ask Interview Questions provide a structured, in-depth format for hiring managers to verify potential issues directly with the candidates.

- PeopleAnswers considers an unlimited number of candidates (new recruits or existing employees) for each position, then quantifies their potential fit and provides a ranking

- Focus on fewer candidates, perform fewer interviews and get more out of the time you invest with each individual.

Why PeopleAnswers?

- Turn-key automated online assessments – our fully automated assessments are generated within seconds of the candidate completing the test. No waiting to receive your candidate's evaluation. Candidates take the online assessment anywhere they are, reducing the time it takes to gather results. The assessments are immediately available to all hiring managers.

- Annual software license with unlimited number of assessments – the flexibility of our pricing model allows you to economically use our solution much earlier in the hiring process and for a broader number of positions.

- Scalable, reliable, consistent solutions – corporate HR controls the process, but hiring managers all over the country can quickly and efficiently take advantage of our solution. No bottlenecks. Our software does not take sick days and does not leave on vacation and is backed by the leading Industrial Psychologists in the country.

- Comprehensive assessments – PeopleAnswers assessments not only provide you with all the analysis pertaining to your candidate's fit to the position, but also includes Must-Ask Interview Questions™, management insights, development roadmap and resources, and relative ranking to other candidates. We generate a very rich, in-depth, high-value assessment.

- Easy to understand feedback – PeopleAnswers was built from the ground up for the rest of us. You do not need to have a Ph.D. in industrial psychology to understand the evaluation. The feedback is graphical and uses language that any manager can understand. It is presented in a simple, intuitive format so that everyone can benefit from its insights.

- Top Performer ideal profile – PeopleAnswers' solution allows you to use your existing top performers to automatically create your own ideal profile. This feature allows you to replicate your existing top-performers by making sure that your new employees share the same Behavioral DNA. Companies like Yahoo!, Interstate Batteries, Freightliner, and Thrifty Car Sales are already taking advantage of this unique patented technology.

- No software to install and maintain – our solution is deployed via a secured Internet web site. Because we host and maintain the software for you, there is no software to install on your servers, no patches to implement, and no IT overhead.

- Security and access control – we employ the same security measures that banks use to protect online credit card transactions. You can rest assured that your data is well guarded and accessible by only authorized users.

- Full integration into your existing HR applications – PeopleAnswers can easily integrate and exchange data with your existing HR software tools. From within your existing talent management application you can control which candidates are invited to complete a PeopleAnswers test. Resulting assessment can be sent back for centralized storage.