

# PROFILE

## Company Overview

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Profile, LLC is a behavioral consulting firm with an expertise in the corporate and athletic arenas. Profile provides powerful strategic frameworks and distinct talent strategies led by proprietary assessment technology. Profile's efforts as behavioral strategists and team building architects teach and enable every client to make strategic decisions, recruit, train and retain top talent, and optimize culture by enhancing vision, leadership and inspiration. Profile's assessments have been independently validated meeting APA, EEOC, AREA, and NCME standards.

With Profile's cloud-based proprietary software, your organization gains an easily accessible means to view all prospective and current employees' personality data in one place, run team comparison analytics to maximize efficiency, and compare new hires to benchmarks to assist in selecting the right candidate for the position.

Profile's products and services include:

- Behavioral Profiling System (Mobile & Desktop)
- Team comparison analytics
- Profile benchmarking for hiring
- Comprehensive printable reports
- Staff workshops & leadership development programs
- Executive coaching & retained consulting services
- Data informed interviewing strategies

# Assessments Overview

## D-I-S-C

DISC, used since 1928, is arguably the most popular behavioral profile in the world. It is a simple, short series of questions that produces expansive and extensive behavioral reports about people. DISC is used today by 70% of Fortune 500 Companies, US Military Groups, Professional Sports Teams, Government Agencies, Schools, Prisons, Churches, Counselors and more.

The DISC assessment methods used by Profile, LLC have undergone rigorous testing by the Assessment Standards Institute (ASI) and passed all acceptable standards [1].

- August 14, 2019 - ASI Certification for Data Reliability & Construct Validity
- October 10, 2019 - ASI Certification for Disparate Impact

## Values & Motivators

The Motivators and Values assessments identify specific "drivers" of motivations and core values which exist in everyone to varying levels. By taking detailed measurements of these key impulses and needs, these assessments are able to offer the practical applications and insights necessary to maximize performance for all.

The Motivators assessment method used by Profile, LLC has also undergone ASI evaluation [1].

- November 10, 2019 - ASI Certification for Motivators Disparate Impact
- November 11, 2019 - ASI Certification for Motivators Construct Validity
- February 28, 2020 - ASI Certification for Motivators Data Reliability

[1] ASI documentation available upon request.

# Team Comparison

Profile’s unique team comparison tool allows your organization to analyze and make decisions based on the personality dynamics of your team members. This tool provides an easy method for identifying strengths and weaknesses within your organization. The team comparison tool provides both a graphical representation of the entire organization (see figure 1), as well as the ability to compare up to 7 applicants with even more precise analysis (see figures 2-5).

Figures 3 & 4 indicate a competitive, individualistic team with the majority valuing a high level of expertise. Figure 5 shows an overview of what these individuals value collectively.

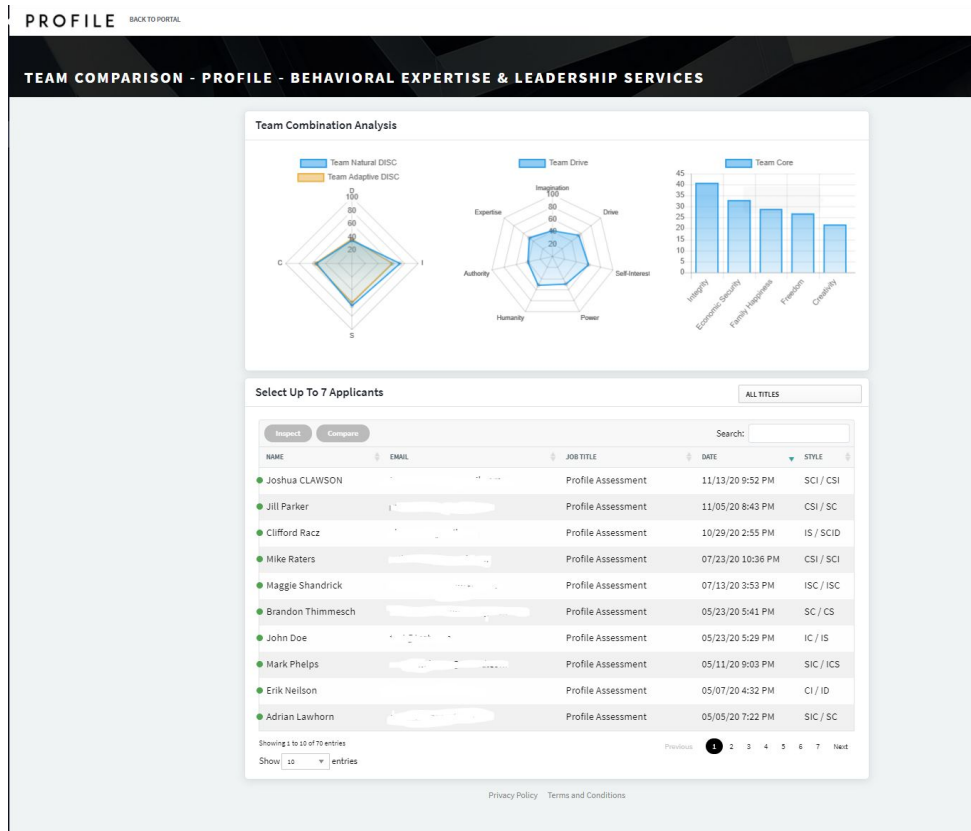


Figure 1.) The organizational overview page.

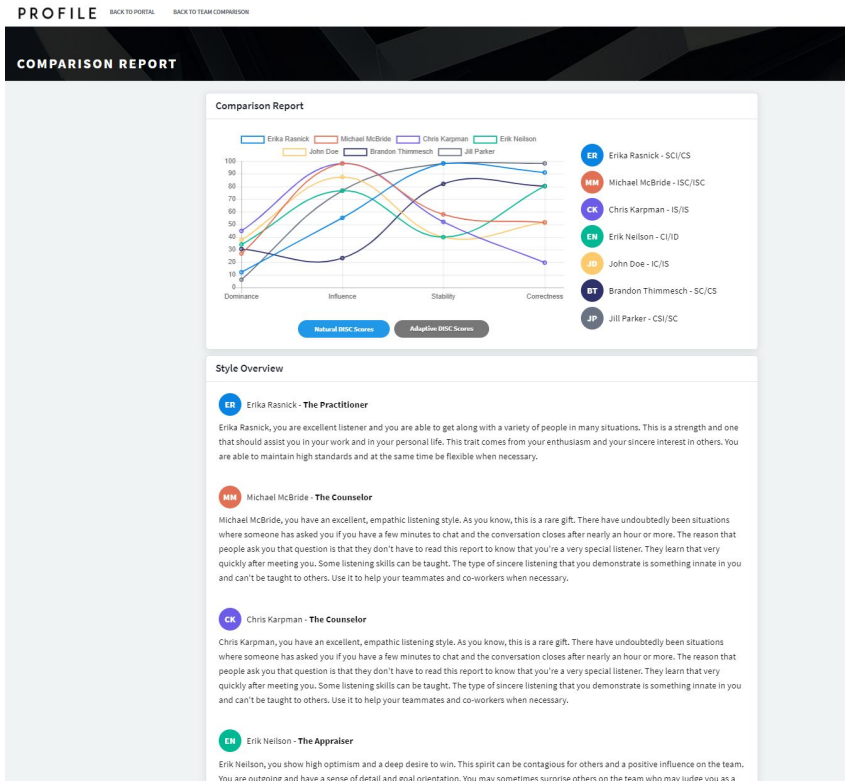


Figure 2.) The DISC behavioral comparison section.



Figure 3.) Additional behavior comparison section.

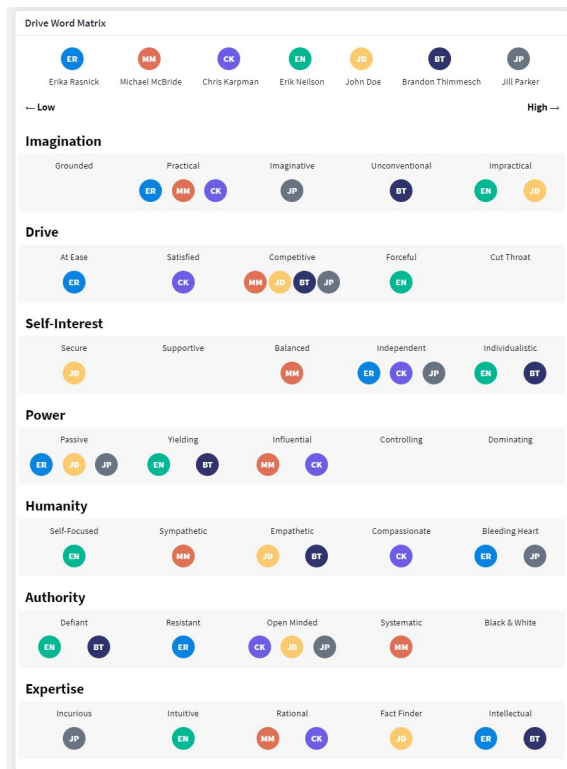


Figure 4.) Additional Motivator comparison section.

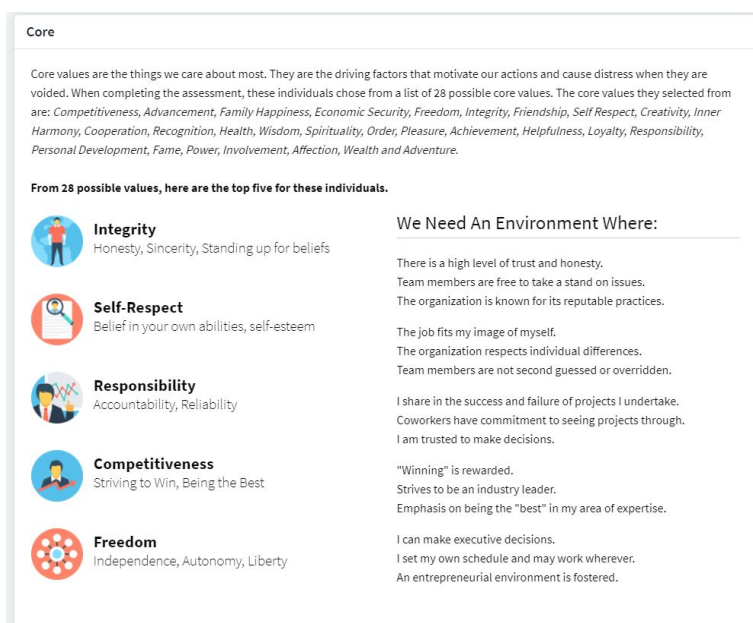


Figure 5.) Team values summary section.

# Benchmarking

Profile's Advanced Compatibility Evaluation (ACE) tool allows for your organization to define a standard or ideal profile for new hires, then compare up to 10 applicants at a time against the established benchmark for DISC and Motivators (see figures 6 & 7). Along with the data from the applicants' assessments, your organization will be able to rank applicants on external, subjective factors observed during the interview process as well, which will be factored into the scoring of these individuals (see figure 8). These additional ranking criteria factor in additional points and consist of:

- Production (their technical ability—scored 0 to 10)
- Desire (their perceived passion for their work—scored 0 to 10)
- Maturity (their professional demeanor—scored 0 to 10)
- Intelligence (their observed problem solving abilities—scored 0 to 10)
- Core (their assessed values—scored 0 to 10)
- External (any additional hiring criteria—scored from -10 to 10)

The results of the ACE tool provide a ranking system showing which candidates most closely match the desired criteria (see figure 9). This ability to compare prospective candidates against your company's standard enables you to more easily and accurately choose the person that best fits the job.

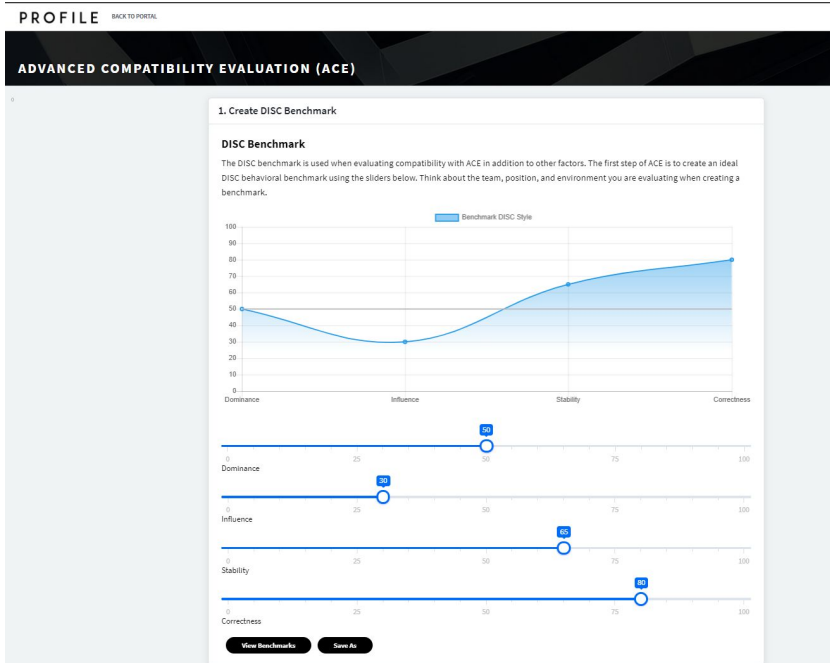


Figure 6.) Defining a DISC benchmark





Figure 7.) Defining a Drive benchmark

### 3. Ranking Exercise

**Allison Fry**  
Integrity, Self-Respect, Responsibility, Family Happiness, Economic Security

Production	Desire	Maturity	Intelligence	Core	External (-10/+10)
8	3	7	7	3	3

**Erik Neilson**  
Freedom, Inner Harmony, Economic Security, Family Happiness, Integrity

Production	Desire	Maturity	Intelligence	Core	External (-10/+10)
6	3	8	6	6	-1

**Mark Phelps**  
Integrity, Health, Competitiveness, Friendship, Economic Security

Production	Desire	Maturity	Intelligence	Core	External (-10/+10)
6	7	4	7	5	1

**John Doe**  
Freedom, Economic Security, Family Happiness, Advancement, Competitiveness

Production	Desire	Maturity	Intelligence	Core	External (-10/+10)
2	7	4	5	5	1

**Brandon Thimmesch**  
Wisdom, Integrity, Self-Respect, Cooperation, Competitiveness

Production	Desire	Maturity	Intelligence	Core	External (-10/+10)
5	4	4	6	4	0

**Jill Parker**  
Integrity, Pleasure, Economic Security, Recognition, Spirituality

Production	Desire	Maturity	Intelligence	Core	External (-10/+10)
5	4	6	4	4	0

Figure 8.) Additional ranking exercise

### 4. Evaluate Results

Inspect Search:

SCORE	NAME	STYLE
-8	Mark Phelps	SIC
-8	John Doe	IC
-18	Erik Neilson	CI
-18	Allison Fry	IS
-24	Brandon Thimmesch	SC
-42	Jill Parker	CSI

Showing 1 to 6 of 6 entries Previous **1** Next

Show  entries

Figure 9.) Results of the ACE comparison of these candidates, with a higher score being ideal