



True Colours PEOPLE Solutions

Benchmark Success - Recruit to Match and Exceed

RECRUITMENT REINVENTED

Excellence in the workplace is not easy to find. Our unique system provides irrefutable evidence and enjoys 96% success rate over 15 years.

GUARANTEE

All permanent placements undertaken by True Colours PEOPLE Solutions carry a replacement guarantee of three months from the candidate's date of commencement of employment.

FINDING STRENGTHS

Our sub-conscious profile system provides the intelligence to find people based on their sub-conscious strengths such as optimism, high productivity and resilience. It is applicable for finding key personnel from senior management, IT and sales through to client service managers.

EVIDENCE

Dr. Martin Seligman's sub-conscious positive psychology profiling and coaching systems has been responsible for helping Metropolitan Life to cut recruitment/training costs by 60% in two years and become one of the most successful insurance companies in the U.S. (2010 rated 51 in Fortune 500).

C21 Case Study



Corporate Snapshot

Century 21 – National Real Estate Group who specialise in residential real estate with expanding franchise structure. *"We aim to be the best in the business, and we are continually striving to improve our service to customers."*

The Challenge

Client required profiling, benchmarking and coaching systems to establish sub-conscious strengths driving 80% of a person's behaviour. The brief was to identify and measure critical strengths such as performance, productivity, contribution to sales and Return On Investment.

The Objectives

Set consistent standards by finding high performance, optimistic, highly efficient people for specific critical roles. To set Benchmarks on key Strengths; measure candidates and their performance to find the right people for key roles such as property management senior manager, executive sales, sales service coordinators – through to receptionist.

The Solution

The end result would be to identify specifics such as people skills, communication style, attention to detail, (an internal ability to follow through and complete tasks using steps, systems, processes) their optimism level, courage, resilience and past success.

The solution was developed by combining Dr. Martin Seligman's "Learned Optimism" profiling with NLP key strengths and Dr. Thomas Stanley's entrepreneurial strengths. Proven results showed performance can be measured in terms of productivity, sales and retention of clients.

Twelve C21 offices in Sydney were recognised as needing help and key strengths for various roles were identified. Initially, over 80 people were profiled. Eight new recruits were chosen, employed and trained. These peak performers became Benchmarks and future recruits were measured against these initial scores.

The Results

Over 30-60 months, productivity, sales and overall profitability were measured. Results, depending on the role, showed an increase of 30% to 50%.

"Once we began Benchmarking our Sales and Client Services Managers, we realized that is essential to profile applicants' mental strengths and see if they compare well with our best performers. Denis Preston has helped us for over 10 years with his unique Profiling system that finds our Peak Performers." **James Ferguson, Century 21**



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Century 21 Hires and Sales Performance

INSIDE STORIES

"MetLife then changed its hiring practices to include screening candidates for optimism. In less than two years, the company had more success hiring agents, expanded its sales force to more than 12,000, and increased its market share of the personal insurance market by 50%".

(HR Magazine)

"Applicants who were optimists, but failed to meet MetLife's other standard test criteria, were hired anyway. This group outsold its pessimistic counterparts by 21% its first year and by 57% the next."

(Fortune)

"This test could save insurance companies millions of dollars in training costs alone."

(Psychology Today)

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For information on our

INCLUSIVE

Profiling/Benchmarking

Coaching/Recruitment

VALUE ADDED service.

You will be pleasantly surprised!

- Reduction of 20-30% in staff turnover
- Productivity increase from all staff resulting in less people needed to perform tasks
- Certainty that people with the key strengths were the right people to train
- Ability to have multiple offices as new recruits proved more effective. This created the confidence to expand.
- Increase in sales revenue up to 45%
- Higher team productivity, sales, referrals and profits
- Lower training costs because of less staff turnover
- More time for management and owners to work "on" rather than "in" the business



In a 1995 study, Dr. Seligman went on to compare optimism scores to performance of sales people across several industries, including insurance, office products, real estate, banking, and car sales. The results across all studies indicated that optimists outsold pessimists by 20 to 40 per cent.

(One extreme example was real estate agents. The extremely optimistic sold over treble the amount of the extreme pessimists.)

True Colours PEOPLE Solutions use Dr. Seligman's profiling system and other tools and processes as a recruitment and coaching tool for businesses across a wide spectrum of industries. From 1999 to now, it has helped find peak performing C.E.O.'s and sales consultants through to top client service managers, with 96% success rate.

The good news is that optimism can be learned and permanent change created. Coaching programs on learned optimism can help people break through any challenge; allowing them to become more productive, confident, happier - and ultimately resulting in taking your business to new levels of productivity and profitability.

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