



True Colours PEOPLE Solutions

Benchmark Success - Recruit to Match and Exceed

www.truecolourspeoplesolutions.com.au

RECRUITMENT REINVENTED

Excellence in the workplace is not easy to find. Our profiles provide irrefutable evidence and have enjoyed 96% success rate over the past 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, H.R. 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 become one of the most successful insurance companies in the U.S. (2010 rated 51 in Fortune 500).

IT Company Case Study



Corporate Snapshot

IT Company specialising in document imaging and creating "paperless offices".

The C.E.O. identified that they needed to create an optimistic company culture and recruit IT sales consultants who were resilient, with "can do" attitudes; high attention to detail; great communication skills, who could follow through and speedily complete software installations.

The Challenge

Recruits via traditional recruiting methods were unsatisfactory, resulting in high training costs and high staff turnover. Frustrations were high, trying to balance high technical skills with sales, people and management.

The Objectives

It was absolutely critical to find the right people who were strong in systems, processes and procedures; that had great communication and people skills, together with high levels of optimism and resilience.

The Solution

After discussing past successes and looking at Century 21 and Wizard case studies, we introduced the same Strengths Profiling and Benchmarking system to identify key sub-conscious strengths that would deliver the right people with all the necessary skills.

The Results

The system has been in place for the past five years and has consistently found the right people, complementing and enhancing strengths of the current team.

Over a period of two years we had a Benchmark of six "champions" with the ideal breakdown of scores and sub-conscious strengths. This meant future recruits could be compared quickly and that we only interviewed the right people with comparison or higher scores.

These "champions" showed us that by identifying their sub-conscious strengths, we were able to see by their consistent actions that they were the right people for the roles.

Once the effect of measuring key strengths, the flow on actions and behavior's, the serious problems and costs of staff turnover, training and client retention were solved!

This is a great example of courageous management connecting to experienced experts with appropriate strategic coaching and management solutions, resulting in results exceeding their expectations.



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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

Signature Strengths

Profiling/Benchmarking

Recruitment VALUE

ADDED service.

You will be pleasantly surprised!

IT Company Hires and Sales Performance

- Reduction of 85% 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
- Increase in sales revenue up to 24% compounded for three consecutive years
- 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



Conclusion

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. When we include high "Attention to Detail" as a dominant Strength and up to 20 other unique Strengths, the outcome for increasing productivity is remarkable.

True Colours PEOPLE Solutions use Dr. Seligman's profiling system and an extraordinary Benchmarking process 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.

"A recent recruitment drive provided us with 48 applicants, 10 of which had the right systems backgrounds. We profiled 10, interviewed 2 that fitted our profiled benchmark criteria and employed one. The time and money this saved us is huge. When we add the experience of Denis Preston and include the invaluable benefits of Strengths Profiling to find the right people for the right roles; plus implement the secrets of leverage with Host Beneficiaries and Joint Ventures, our growth over the last three years really is remarkable". **CEO IT Company**