



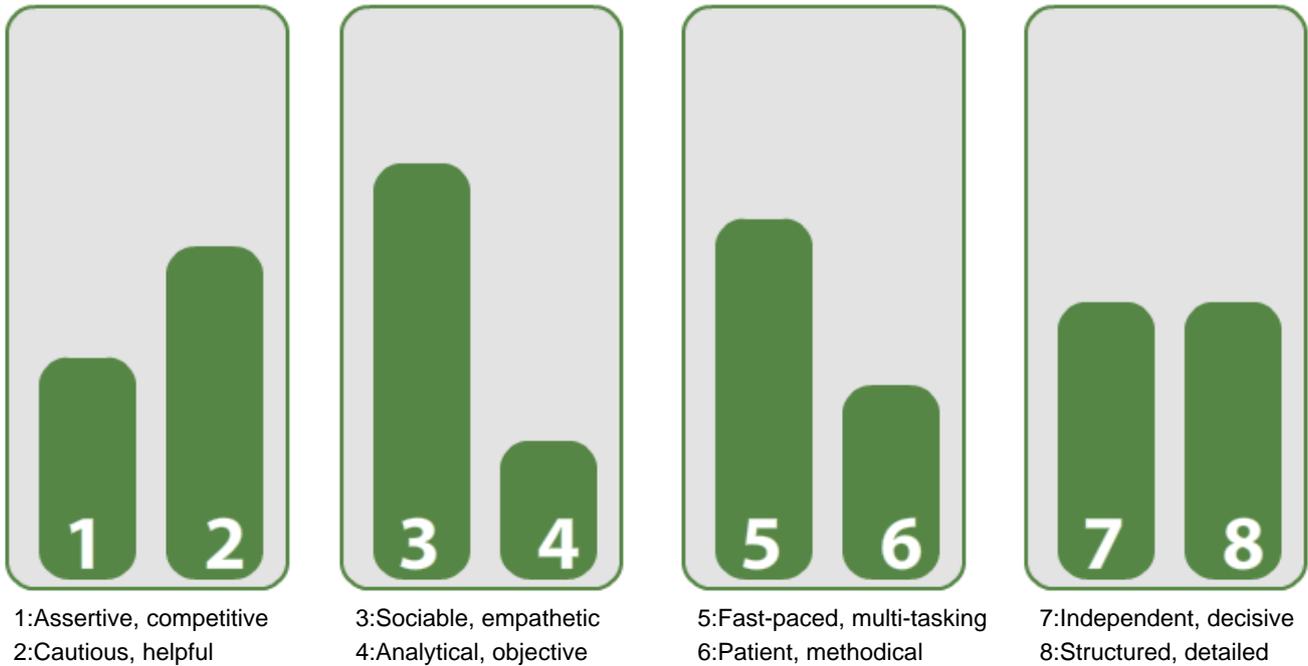
The Omnia Retention Report

omnia®
Top Talent. Remarkable Results.

Participant Name:	Wayne SAMPLE
For the position of:	Sales
Prepared for:	Client Administrator
Client Name:	Omnia - Illustrative Sample
Client #:	11-00-SAMPLES
Analyst:	WS
QC:	WS
Profile #:	605SAMPLE
Date:	March 21, 2011

Client Name: Omnia - Illustrative Sample
 Client Number: 11-00-SAMPLES
 Participant Name: **Wayne SAMPLE**
 Position: Sales
 Profile Number: 605SAMPLE
 Report Date: March 21, 2011

Omnia Profile: RETENTION	
ENERGY:	Optimal
PERSPECTIVE:	Elevated
INTENSITY:	Optimal
COMPATIBILITY:	
	Job:
	Cultural:



ANALYST COMMENTS WRITTEN FOR: Wayne SAMPLE

Wayne's Omnia Profile is somewhat atypical when compared to your sales criteria. As a result, there are significant developmental strategies that you can employ to strengthen his success ratio on the job. Wayne is outgoing and probably greets prospects enthusiastically. He is apt to present your products in an upbeat way and can likely get people emotionally engaged to buy, especially if there is already strong interest. However, he does not appear to feel as comfortable with the riskier aspects of sales like negotiating and following up when there is only lukewarm interest. Wayne's taller column 2 than 1 suggests he is more motivated to help other people win than he is to help himself win. Your manager benchmark, Mark, looks like he sets a high bar to clear, and that may challenge Wayne.

Your high performing peer benchmark, Todd, has a more assertive, direct approach to asking for business, so Wayne may pick up some successful methods from him through a mentoring relationship. Focus coaching on helping Wayne develop a more assertive, confident way of asking for the sale and getting past obstacles the prospect presents. Role-play follow-up calls. Accompany him during some prospect interactions to provide support and look for specific areas to improve. Give Wayne measurable, short-term goals and clear direction. He may benefit from seeing how Todd handles no-nonsense prospects; Todd appears to be rather serious and practical himself, whereas Wayne seems likely to be conversational and entertaining with his customers. Wayne should easily develop rapport with buyers who prefer a friendly, personal approach, but make sure he has the depth of product knowledge needed to answer technical questions. He seems to have a time-sensitive pace for responding quickly to opportunities, and he probably understands that rejection is not personal.

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	COMPATIBILITY:	
		Job: Cultural:

ENERGY: Optimal

Individuals with "fine" responsivity normally have good mental alertness. Accordingly, we see good potential in Wayne for productive behavior throughout your typical workweek for this position, without undue performance fades or burnout. Wayne should be easily trainable.

DEVELOPMENT SUGGESTIONS:

1. The number of hours per week required by this position should be comfortable for this individual. If mutually convenient, and unless something changes, we suggest staying within that general range.
2. Optimal Energy is one of many indicators of an employee's potential to be productive and focused on the job. However, please review the entire analysis for any additional issues that may affect, either positively or negatively, this individual's productivity and focus.
3. Wayne shows good vitality and mental resourcefulness for learning new information. This could be a good time for him/her to complete additional training and develop new job knowledge.
4. Create a stimulating learning environment that stretches this employee's mind and creativity. Organize brainstorming sessions for improving procedures.
5. Create an individual development plan and meet regularly to review status. Provide opportunities for mentoring and cross-training.

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	COMPATIBILITY:	Job: Cultural:

PERSPECTIVE: Elevated

The typical individual with high columns 3 and 5 is outgoing, expressive, fast-paced and multi-tasking. While these two columns can indicate someone who is somewhat talkative and at times impulsive, the addition of the rounded purpose line suggests that Wayne is inclined to take some extra time to carefully consider the consequences of his words and actions.

The rounded purpose line also indicates that Wayne could set high standards for himself.

DEVELOPMENT SUGGESTIONS:

1. This employee might expect more from himself/herself than is always reasonable. Help him/her set realistic action plans. Offer strategies to help handle crisis situations and reduce stress.
2. Wayne seems to reflect significantly on the appropriateness of his/her actions adding a contemplative element to the personality. When given a problem to solve with various options, does he/she come to a timely solution? Coach on decision-making techniques.
3. Present a situation that requires a judgment call. Did he/she come to a confident conclusion, or is there a tendency to second-guess himself/herself?
4. Have you noticed a tendency to over think every decision? If so, consider whether this has generally added to the quality of his/her decisions or whether it might have made the decision-making process more difficult for him/her.
5. Elevated Perspective is not necessarily a negative indicator; however, make sure this employee has clear parameters and priorities to keep any inherent pondering and dwelling to a minimum.

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INTENSITY: Optimal

Wayne shows a fine intensity score that is within the recommended range. This means that he depicted himself in definitive terms, giving us a clear, distinct picture of who he is, along with his probable hot and cold buttons. Thus, we can make valid assessments about which behaviors you are likely to see. It also allows us to provide management tips and discern what motivators you can use most effectively with Wayne.

DEVELOPMENT SUGGESTIONS:

1. This employee identified with distinct behaviors and preferences, making it easier to know how to motivate him/her. Review the motivators and demotivators in this report and think about how the employee has responded to these in the past.
2. Wayne described himself/herself in a clear, discernible manner that helps us develop a full picture of his/her personality. There may be other factors that affect how clear a reading we get; review the analyst comments in its entirety for any additional issues that may apply.
3. Optimal Intensity suggests the flexibility to adjust behavior somewhat in different types of situations. Have you seen a reasonably good ability to adapt to various job demands that may require a different sort of focus or skill set?
4. Optimal Intensity suggests few or no behavioral extremes. Clear traits are evident, yet there is at least some balance between the individual's dominant and less dominant qualities. Does your experience with this employee show that he/she typically responds to people and situations in an appropriately moderate, measured manner?
5. Help him/her set goals that fulfill company objectives as well as appeal to individual strengths and interests. Customize your feedback style to hit this employee's motivators.

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When you complete an Omnia position description form, the questionnaire builds an 8-column personality graph for the job. When an Omnia analyst receives a completed profile assessment, the participant's Omnia graph is compared to the job graph and cultural items. Points are deducted when dissimilarities exist between your needs and the participant's preferred behaviors. We also take into consideration Energy, Perspective, and Intensity when scoring the profiles

COMPATIBILITY: No Score

This EPIC Profile has been scored based on the position title you selected, but you have opted not to display the compatibility ratings. We advise against displaying the compatibility rating because this participant is an existing employee of your organization and you are using the Profile for retention purposes, rather than selection. Retention uses of the Profile include self-awareness, coaching and development, team building, and communication improvement. When the goal is retention, seeing a compatibility rating may not be as helpful to you as the management and motivation information within the Profile report. If you would like to discuss the compatibility rating privately, please contact a client advisor at 800-525-7117.

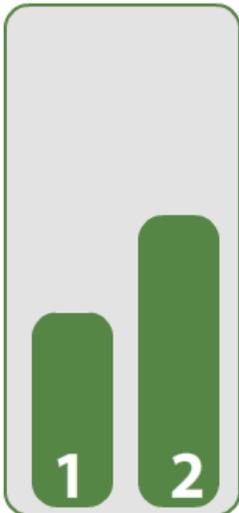
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PRIMARY PERSONALITY TRAITS

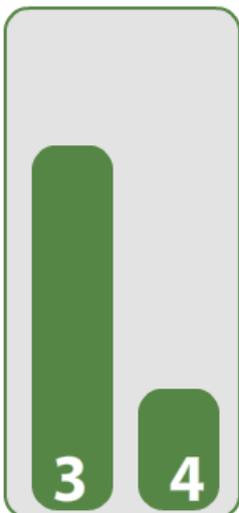


1: Assertive, competitive
 2: Cautious, helpful

Tall Column 2:

Wayne comes across as a team player and a helpful point of contact with clients. He does not seem highly competitive, but he should be willing to work with others toward achieving a common goal. His sales approach is apt to be low-key and nonaggressive.

Wayne seems cautious and likely wants to be seen as helpful, which could sometimes make it challenging for him to apply pressure on prospects. If he is relatively new to the position, he may benefit from being able to use a sales script or formula. Offer him insight on ways to ask for the sale and negotiate for the close. Security and stability are very important to him, so he might appreciate having a larger portion of base pay and less of his earnings at risk. He may also be more effective and comfortable when selling to existing clients.



3: Sociable, empathetic
 4: Analytical, objective

Tall Column 3:

Wayne comes across as outgoing, socially oriented and expressive. He is probably a strong relationship builder who can quickly get to know prospects and speak enthusiastically about your services. Networking and generating leads might rank among his strengths. Also, he is likely adept at providing reassurance to prospects and customers.

He may focus more on talking than on listening and assessing prospects' specific needs. Coach him on asking in-depth questions and encourage him to take notes on prospects' responses. Make sure he incorporates specific facts and examples into his sales presentations, as he may sometimes rely too heavily on charm and friendliness to get results. Praise and recognize his successes in front of his peers and motivate him with special awards and perks.

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PRIMARY PERSONALITY TRAITS



5:Fast-paced, multi-tasking
 6:Patient, methodical

Tall Column 5:

He exhibits a strong sense of urgency and comfort with multi-tasking. His pace is probably brisk (unless column 8 is very tall). Additionally, he shows the flexibility needed to handle last-minute changes, tight deadlines and multiple demands on his time. He probably feels capable of working various leads at once.

His tendency to juggle different tasks at once may sometimes cause him to overextend himself and lose track of follow-up. He could also rush through sales presentations or repetitive tasks like paperwork. Help him establish clear priorities, and focus him on short-term goals. Make sure he uses a good system for staying organized and keeping track of follow-up.



7:Independent, decisive
 8:Structured, detailed

Moderately Tall Column 8:

He seems moderately detail oriented and structured, but also somewhat decisive and independent, especially in familiar situations. The more time he has spent in this role, the more independently he is likely to work. He appears to follow guidelines carefully yet can still think outside of the box when needed. Wayne is probably attentive to details like paperwork and order entry, but not overly meticulous.

He seems to work best when he has a clear game plan to follow, especially when tackling something new. His ideal manager would be available for him to consult on his own terms and would offer periodic feedback. Wayne could be sensitive to criticism, though, so be diplomatic when discussing his work. Also, he may sometimes see sales rejections as personal and lose confidence. If he seems demoralized after a critical setback, focus him on new opportunities or give him a warm lead to pursue.



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BEHAVIORAL DYNAMICS

Combination of Tall Columns 3 and 5:

Wayne seems comfortable working in an active, busy environment and relating to people. He is probably compatible with the quick pace and heavy interaction with people characteristic of most sales roles. He can likely adapt to changes of scenery and quickly develop rapport with new clients.

Though able to express himself articulately, he may need to work on listening more attentively to prospects/clients. He could unintentionally dominate conversations and seem too rushed to listen carefully to others. Coach him on asking specific questions that focus on ascertaining clients' practical needs, and encourage him to take notes on their responses. Verify he takes time to thoroughly explain features of your products/services and answer questions in sufficient detail.

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TALENT MANAGEMENT & COACHING

MOTIVATED BY:

Helping others. Being an accepted and valued member of the team. Low-risk goals. Clear direction from the boss. A stable, dependable salary.

Chances to use social skills and charisma to make things happen. A great deal of social interaction. Perks that convey special status, awards to display. A fun environment. An upbeat manager. Public acknowledgement of his successes.

Short term goals for frequent feelings of accomplishment. A fast-paced, dynamic environment with frequently shifting priorities and tight deadlines. Variety, excitement, a timely reward system.

DEMOTIVATED BY:

A competitive environment. High-risk goals, confrontation, variable pay. Having to be bold and aggressive instead of supportive and helpful.

A serious, analytical environment. Working in isolation. A great deal of paperwork. Arms-length, strictly business relationships. No opportunities to be the center of attention, to express himself, or to receive public praise for his successes.

A predictable, routine environment. Tedious, repetitious tasks. Long sales cycles that require a great deal of patience and frequent revisiting of established leads. A steady-paced environment with little sense of urgency.

Sales Development

NATURAL COMMUNICATION STYLE:

Encouraging, people-focused, conflict-avoidant, pressure-filled expressions of creative, out-of-the-ordinary ideas.

Has an enthusiastic, fast-paced, agreeable yet independent communication style.

Non-forceful, diplomatic, influential and brisk communicator who thinks independently.

Competing needs to follow and to self-direct point to decisive yet low-key communications that are brisk and interesting.

BEST COMMUNICATION PRACTICES:

Wants to hear/responds to conservative, interactive and short-term objectives that allow wide autonomy.

Provide generalized praise in front of peers, quick meetings that allow input into goal setting.

Prefers warm, enthusiastic encouragement for daily efforts, goals with short turnaround times, and a deferential approach to being given directions.

Cordially, informally and freely discuss issues and objectives that are summarized.



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ABOUT THE OMNIA PROFILE

The Omnia Profile report is based on responses to the Omnia Profile, an instrument that measures preferred behavioral characteristics. While an individual's behavior can fluctuate depending on the situation, the Omnia Profile captures an individual's most comfortable pattern of behavior and is therefore a good indicator of how they will respond to most business situations and tasks. The Omnia Profile should account for only 20 to 25 percent of the overall hire, promotion and career development decisions.

As with any assessment, the Omnia Profile does not measure all factors that contribute to individual success and productivity. Outside of the behavioral characteristics, we recommend you fully evaluate a participant's skills, education, intelligence, personal work ethic and integrity. For selection, carefully confirm as much as possible from references, work history and the interview responses.

Your People. Discover Them. Understand Them. Evolve Them.