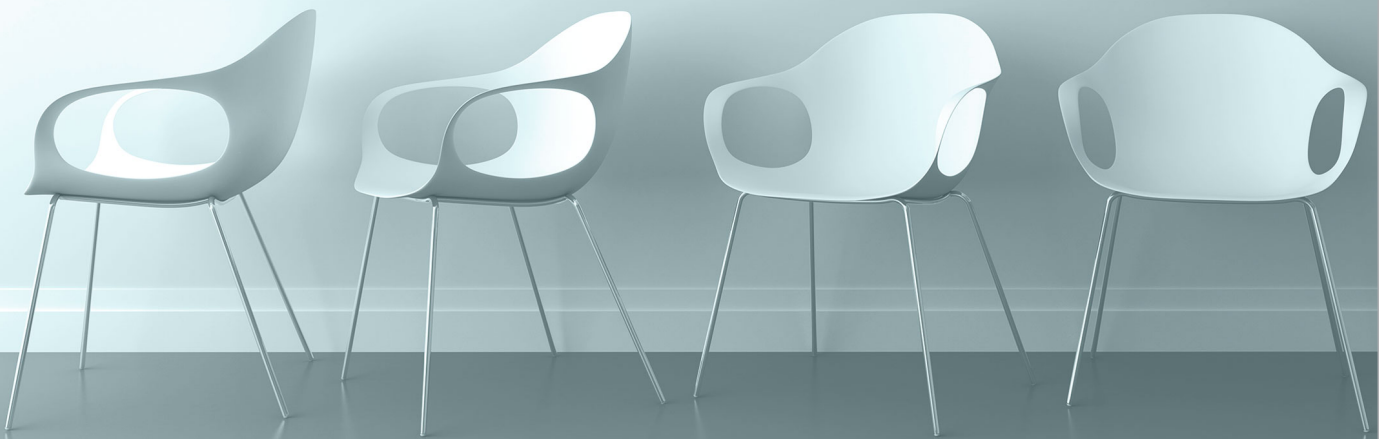




Performance Model Report

One position

PERFORMANCE MODEL
DEFINITIONS
IDEAL CANDIDATE



PROVIDED BY

Intégro Learning Company
PO BOX 6120
Frenchs Forest, NSW 2086
1800 222 902



INTRODUCTION

This report presents the Performance Model for **Marketing Managers*** by indicating the desired range of scores on a variety of scales. The ideal candidate would score within each of the highlighted ranges. Further, this report will provide insight into the meaning of each scale and will help you understand the ideal employee for the role.

What's in this report?		
PERFORMANCE MODEL Range of scores typical for success in the position	DEFINITIONS Each of the styles and traits will be defined	IDEAL CANDIDATE A statement describing the ideal candidate for this position will appear for each style and trait

What is a Performance Model?

The Performance Model is a tool used to determine the fit between a candidate and a given position. The Model takes into account the abilities and perspectives that correspond to a good job fit and provides the ranges of various measures that are predictive of success in the position. An individual's assessment results can then be compared to the Model to gauge the fit between the person and the position.

The Model consists of a range of scores for the Thinking Style and Behavioral Traits scales where most of the successful performers in this position tend to fall. The farther outside this range (Performance Model) an individual's scores fall, the less likely the individual will fit the role.

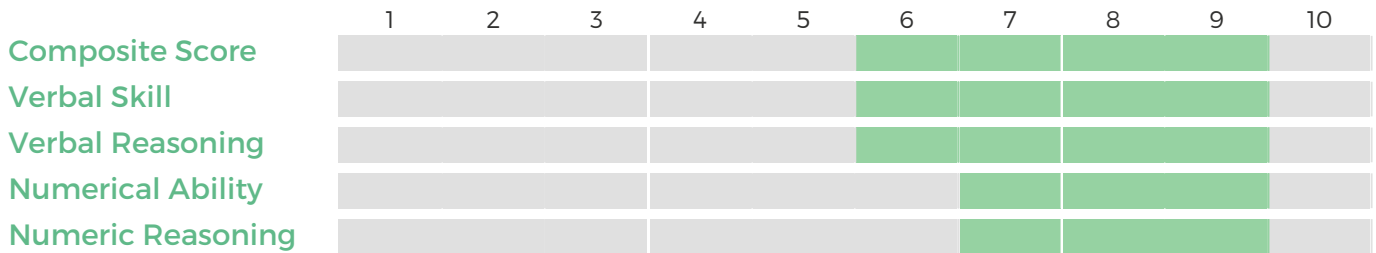
Interests for the Performance Model are based on the interests identified by those most successful in the position. The greater the degree of alignment between the individual's top three interests and the top three in the Performance Model, the more likely he or she is to find the job activities motivating and enjoyable, which could potentially keep him or her more engaged in the position.

Performance Model

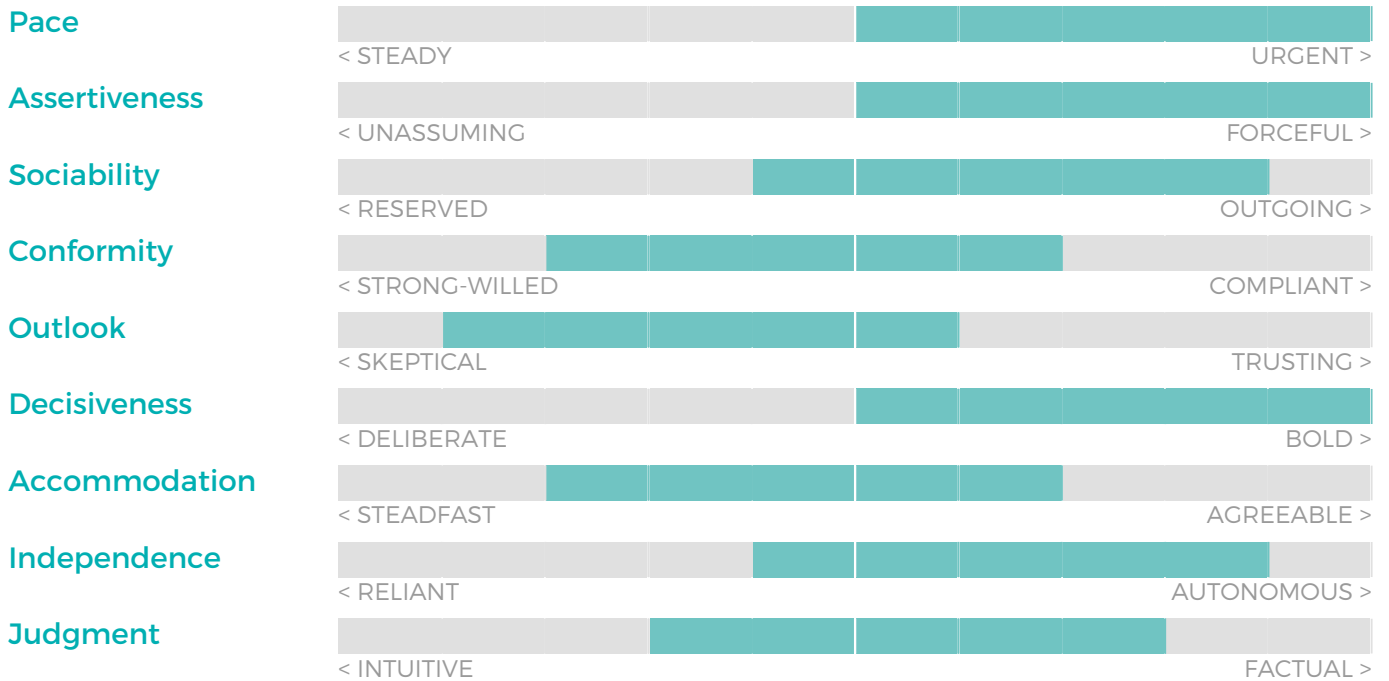
For Marketing Managers*

The highlighted ranges represent the Marketing Managers* Performance Model.

THINKING STYLE



BEHAVIORAL TRAITS



TOP INTERESTS

1-ENTERPRISING 2-FINANCIAL/ADMIN 3-CREATIVE

Performance Model

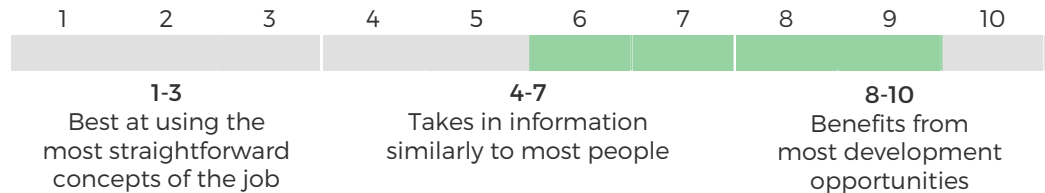
For Marketing Managers*

THINKING STYLE

A primary resource for learning is the ability to process information from one's environment. In most training situations, this information is in the form of either words or numbers. Each of the following scales measures an aspect of understanding words or numbers and using each as part of the reasoning process. They form the foundation for problem solving, communication, interaction, and learning skills used on the job.

Composite Score

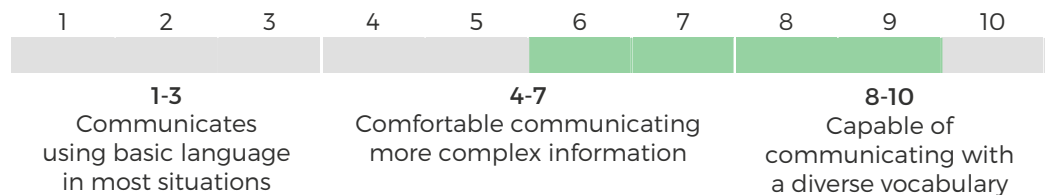
A reflection of overall learning, reasoning, and problem-solving potential



Ideal Candidate: Understands complex concepts or information without difficulty.

Verbal Skill

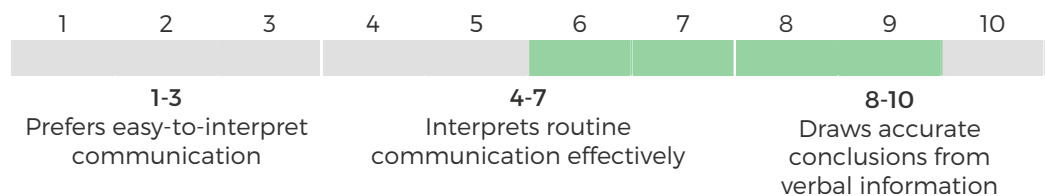
A measure of vocabulary



Ideal Candidate: Communicates with a wide vocabulary in a variety of settings and can understand sophisticated language.

Verbal Reasoning

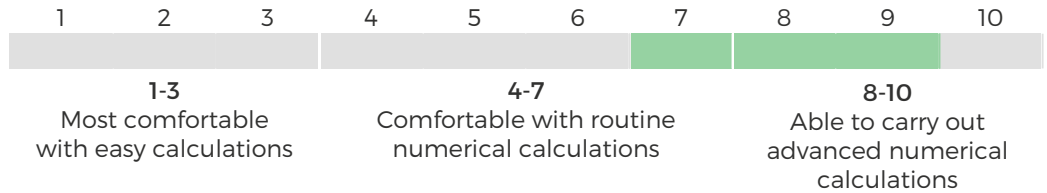
Using words for reasoning and problem solving



Ideal Candidate: Able to easily analyze complex verbal information and recognize unspoken inferences.

Numerical Ability

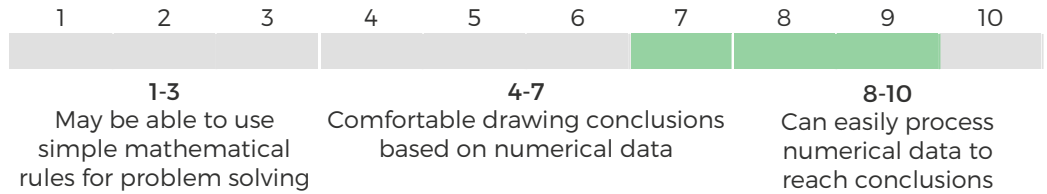
A measure of numerical calculation ability



Ideal Candidate: Performs intricate calculations easily and is comfortable communicating complex data to others.

Numeric Reasoning

Using numbers as a basis in reasoning and problem solving



Ideal Candidate: Very capable of analyzing even the most complex numerical data and arriving at accurate and sophisticated conclusions as a result.

BEHAVIORAL TRAITS

Behavioral Traits help define who we are by influencing our behaviors. As our strengths and the combinations of our behavioral traits vary, so do our behaviors. The following are some of the traits that have been shown to be important in work settings.

Pace

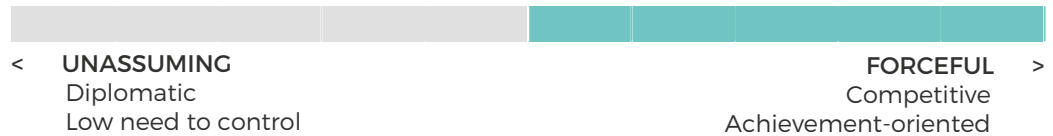
Overall rate of task completion



Ideal Candidate: Very active and results-driven with the ability to juggle the demands of several tasks at once.

Assertiveness

Expression of opinions and need for control



Ideal Candidate: Tends to be very direct and self-assured and is highly motivated to influence others.

Sociability

Desire for interaction with others



Ideal Candidate: Generally outgoing and capable of working effectively in a team environment.

Conformity

Attitude on policies and supervision



Ideal Candidate: Effective without direct management, yet welcomes some structure and supervision as needed.

Outlook

Anticipation of outcomes and motives



Ideal Candidate: Has a bit of a skeptical side and will withhold buy-in until given the chance to scrutinize information.

Decisiveness

Use of speed and caution to make decisions



Ideal Candidate: Is comfortable making quick decisions, even when limited information is available.

Accommodation

Inclination to tend to others' needs and ideas



Ideal Candidate: Responds appropriately to the needs of others but strongly defends his or her opinions.

Independence

Level of preference for instruction and guidance



Ideal Candidate: Moderately independent yet can accept necessary guidance and instruction.

Judgment

Basis for forming opinions and making decisions



Ideal Candidate: Balances objective information and instincts to make decisions.

INTERESTS

The Interests section may indicate an individual's motivation and potential satisfaction with various positions. The top three interests for this model, based on the interests of people who have been most successful in this position, are listed below in descending order.

1 - ENTERPRISING

An Enterprising interest suggests the enjoyment of leadership, presenting ideas, and persuading others. Individuals with this interest may desire responsibility and exercise initiative, ambition, and resourcefulness.

2 - FINANCIAL/ADMIN

A Financial/Admin interest suggests the enjoyment of working with numbers, organizing information, and office routines such as record-keeping and completing paperwork. It could indicate an eye for detail and a desire for accuracy.

3 - CREATIVE

A Creative interest suggests the enjoyment of imaginative and artistic activities. It often involves personal expression, emphasis on aesthetics, and novel ways of solving problems, producing ideas, and designing new things.

Ideal Candidate: Motivated to persuade others while using creativity and administrative skills. This individual is at his or her best when able to practice a balance of creative and traditional methods in a for-profit enterprise.