

The Berke Assessment

THE **Berke** Group

3490 Piedmont Rd., Ste 340
Atlanta, GA 30305
888 220-7611
info@berkegroup.com
www.berkegroup.com

The Berke Assessment

The Berke Assessment is an online assessment tool designed to assist managers with employee selection and development. It measures key personality traits and natural talents that can have a dramatic impact on job performance, and allows managers to evaluate *specific* candidates against *specific* jobs. In all jobs it takes the right combination of both personality and talent to be successful. The Berke Group works with managers to identify the personality traits and talents of top performers in order to tailor the assessment so that candidates are measured against those attributes truly necessary for success in each position. The Berke Assessment typically takes 60 minutes to complete and the results are immediately ready for review.

1) Why the Berke?

The Berke Assessment offers several distinct advantages over other pre-employment assessments available in the market today:

- **Personality and Talents:** The Berke Assessment is the only commercially available assessment that measures both personality and natural talents in the same integrated instrument. Understanding how a candidate typically works and interacts with other people as well as his/her natural talents is a powerful combination, particularly when combined with a knowledge of the unique personality and talent requirements of a specific position.
- **Strength of Fit:** The Berke Assessment enables managers to measure the strength of fit between a specific person and a specific job. The Berke Group provides its clients with easy-to-use tools to identify the core job requirements necessary for success in a given position. We use the input of hiring managers, along with our extensive knowledge base of like positions, to establish “job targets” for each position. Using this process, the Berke can be effectively administered for positions ranging from the President of a company to its Receptionist.
- **Ease of Use:** The Berke Assessment is incredibly easy-to-use. Once a job is set up, managers can register candidates online in just minutes and receive results instantaneously upon completion of the assessment. The resulting report is written in plain English and highlights candidate strengths and weaknesses compared to the personality and talent requirements of the position. A succinct list of “probing suggestions” is provided to enable managers to fully explore areas in which candidates are a “mismatch” in the context of a comprehensive interview.
- **Value:** The Berke Assessment is highly affordable at just \$195 per assessment. Just consider – the cost of a Berke is less than an average employee's compensation for one day, whereas the turnover cost for one poor hire can range between 1 to 4 times an employee's annual compensation.

2) Why Assess?

Most CEOs agree that the success of an organization is ultimately tied to the quality of its people. The Berke Group goes a step further to say that the success of an organization's *people* is ultimately tied to how well-matched they are to their positions.

Quite often individuals are selected for employment based on their experience, their intelligence or their interviewing skills with little attention given to whether or not their unique personality traits and talents match the requirements of the position or the culture of the company. The end result is that too often the *right* people are hired for the *wrong* jobs.

It is wrongfully assumed that good training can bring any employee "up-to-speed" over time, without considering that some hard-wired behaviors and abilities simply cannot be taught. Extensive training will yield little or no results in enabling someone who is naturally low in personality traits like assertiveness or sociability to become a highly assertive or sociable person. Likewise, no amount of training can transform someone into a strong problem solver if he/she does not have a natural talent for it.

The Berke Assessment is designed to bring objectivity into the inherently subjective process of hiring. Instead of evaluating potential candidates based on "gut instinct," past work experience or intelligence alone, the Berke Assessment provides managers with objective information about how a candidate's unique personality traits and natural talents align with the requirements of a specific position. Reviewing and exploring this information with candidates allows managers to ask focused questions and to delve into specific areas in which candidates may or may not be a strong fit with a given position.

3) The Areas Measured

The Berke Assessment measures a number of key personality traits and natural talents that can have a dramatic impact on job performance. In all jobs it takes the right combination of both personality and talent to be successful. To fully understand the power of the Berke Assessment, it's helpful to understand the difference between personality traits and talents.

- **Personality Traits** describe a person's habit or preference in interpersonal situations. A strong preference for working with others or a strong preference for order and predictability are examples of personality traits.
- **Natural Talents** are inborn or hardwired abilities. Talents make it easy for some people to think through a complicated problem logically or easy for others to come up with a quick and immediate solution to a problem.

While many commercially available instruments measure personality, **the Berke Assessment is unique in its analysis of both personality and talent.** The resulting report provides a robust and strikingly insightful snapshot of an individual, particularly when compared to the personality traits and talents required by a given position.

The Berke Group

3490 Piedmont Rd., Ste 340, Atlanta, GA 30305
Tel: 888 220-7611 E-mail: info@berkegroup.com
Web: www.berkegroup.com

The Berke Assessment measures seven **personality** variables:

<p>Assertiveness: A natural tendency to take initiative in order to control or influence a situation versus being careful in assessing situations before moving into action.</p>
<p>Emotional Intensity: A natural tendency to react strongly, immediately and intensely, especially when events do not unfold as planned versus a tendency to keep frustration to oneself.</p>
<p>Optimism: A natural tendency to think positively about the future versus taking a more skeptical view.</p>
<p>Responsiveness: A natural tendency to react spontaneously and to express oneself outwardly versus being deliberate and patient.</p>
<p>Sociability: A natural tendency to gain satisfaction from interacting with other people versus working with things and ideas.</p>
<p>Social Adaptability: A natural tendency to adapt to other people's feelings to avoid unpleasant consequences versus being less concerned about the impact of one's behavior on others.</p>
<p>Structure: A natural tendency to seek order, certainty and correctness versus working without an established framework.</p>

The Berke Assessment measures four **talent** variables:

<p>Generalist: The ability to identify with the goals of a group and to connect intuitively with the ideas of others.</p>
<p>Idea Productivity: The ability to produce ideas rapidly one after another.</p>
<p>Logical Problem Solving: The ability to think through large, complicated problems in a methodical, step-by-step manner.</p>
<p>Rapid-Fire Problem Solving: The ability to intuitively and quickly solve many problems, one after another.</p>

The Berke Assessment evaluates a person's leadership and persuasion styles:

<p>Leadership Style: A combination of personality traits and talents that makes it easy to influence, motivate and enable others to contribute to the effectiveness and success of an organization.</p>
<p>Persuasion Style: A combination of personality traits and talents that makes it easy to guide people toward the adoption of an idea, attitude, or action that is mutually beneficial.</p>

4) The Report

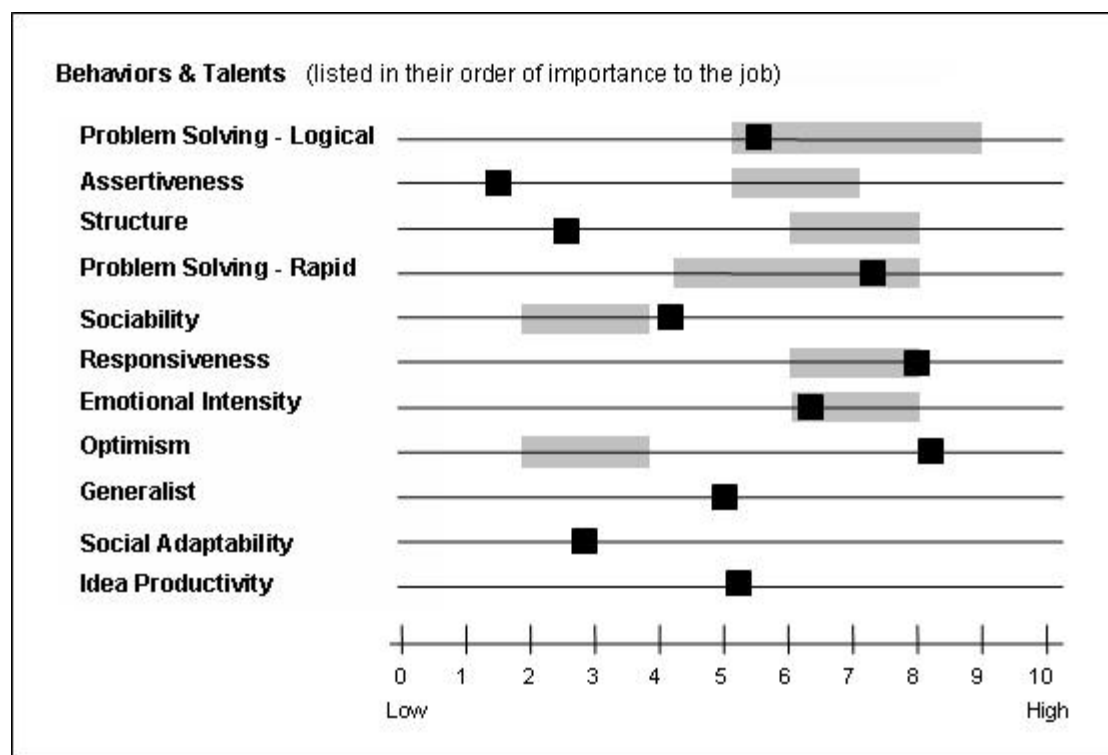
The Berke Profile is delivered to the hiring manager via e-mail as soon as the assessment is completed. Thoughtfully designed for a manager's use, the report is written in plain English and describes the strength of fit between a specific person and a specific job.

Descriptive Summary

The Berke Profile opens with a descriptive summary of the candidate's personality traits, problem-solving style, persuasive style and leadership style written in a traditional paragraph format.

Job/Person Graph

The Berke Profile then supplies a visual snapshot of both the person and the job in a graphical format. Personality traits and talents are listed in order of importance for each specific job. The gray sections on each scale show the desired job target for a specific job and the black box indicates the person's score. You can see in the example below that there are a number of apparent matches and several mismatches.



Job Compatibility Review

The Berke Profile provides a summary statement regarding the compatibility of the candidate with the job in question, as well as a succinct discussion of the way in which the individual's personality and talents will positively or negatively impact his/her performance of the job's responsibilities.

Probing Suggestions

The Berke Profile lists probing suggestions highlighting potential mismatches between the person and the job that require further exploration in a comprehensive interview.

Note the examples below:

- Mr. Wheeler has much lower assertiveness than required by this position. He may not be as action oriented and self-sufficient as called for by this position.
- Mr. Wheeler has much higher optimism than required by this position. His natural optimism may result in him glossing over the problems inherent in a particular course of action or agreement. He may have a tendency to overlook the downside of a given situation in order to move forward.

Background Information

The Berke Profile concludes with a synopsis of the candidate's self-reported background information, including his/her education, work history over the last 10 years, and self-described strengths and weaknesses.

5) The Berke's Uses

Although the Berke Assessment is best known for its unequalled value in the hiring and selection process, it is also a powerful tool in the development of an organization's employees, the assessment and strengthening of its teams, and the overall evaluation of its human capital and management practices.

How can the Berke Assessment help your organization?

- **Candidate Assessment:** The Berke Assessment's analysis of a candidate's personality traits and natural talents, and its measurement of the strength of fit between a specific candidate and a specific job, allows managers to investigate with care the compatibility of a candidate's attributes with a given position.
- **Employee Development:** The Berke Assessment provides managers with insight into their current employees and the strengths and weaknesses of their innate behaviors and talents. Using the Berke, managers can provide candid feedback to their employees regarding their strengths as well as future opportunities within the organization for which they are well-suited.

- **Team Building:** The Berke Assessment provides insight into the behaviors and talents of a team's individual members. The resulting reports, tailored for employee review, can be used in group settings to explore team member differences and to talk through how these differences impact work relationships. The Berke Assessment also provides managers with much-needed understanding regarding their employees' "fit" with their current positions.
- **Company Evaluation:** The Berke Group offers an "x-ray" of your organization using comprehensive research tools, including the Berke Assessment, to provide an in-depth examination of your organization from structural, attitudinal, and behavioral perspectives. The organizational evaluation provides valuable feedback regarding your organization's strengths, problems, management practices and team members, along with a comprehensive list of recommendations to improve your people management practices and systems.

The Berke Group

The Berke Group is an assessment and management consulting company specializing in employee selection, management and retention. We are creators of the Berke Assessment, an online assessment tool measuring candidates' natural talents, behaviors and personality traits against job requirements and company culture. We also offer one of the only fully integrated people management and leadership systems available in the market today. Our 30+ years of success in helping our clients recruit, hire, train, motivate, manage and retain "the best" is testimony to the effectiveness of our tools and services, as are the referrals from our clients.

1) Mission

The Berke Group helps its clients select, develop and retain the right people. As creator of the Berke Assessment, we are committed to providing products and services to help our clients maximize the value of their most important asset – their people.

2) Service Offerings

The Berke Group was founded on the principle that people make the difference. We are constantly building on that principle by improving and expanding our easy-to-use, high quality solutions to help our clients select the right people for the right job and to keep them motivated and highly productive for years to come. The Berke Group currently has three primary lines of business:

- **The Berke Assessment:** The Berke Assessment is an online assessment tool designed to assist managers with employee selection and development. It measures key personality traits and natural talents that can have a dramatic impact on job performance, and it allows managers to measure *specific* candidates against *specific* jobs.
- **Organizational Consulting:** The Berke Group provides consulting services to increase its clients' organizational effectiveness through the implementation of integrated recruiting and hiring practices, robust employee training programs, and valuable management, motivational and leadership techniques. Upon completion of an initial evaluation detailing an organization's strengths and weaknesses, our consultants provide the training and hands-on implementation work necessary to ensure our clients are effectively hiring, developing and managing their people.
- **Sales Consulting:** The Berke Group provides consulting services to increase its clients' sales effectiveness by providing the systems, knowledge and skills necessary to maximize sales success in a competitive and changing environment. Following an initial sales organization assessment, our consultants tailor our sales learning program to account for our clients' cultural strengths and organizational nuances. All learning is reinforced by our structured follow-up program designed to ensure 100% sales organization adoption and to guarantee high volume sales.

The Berke Group

3490 Piedmont Rd., Ste 340, Atlanta, GA 30305
Tel: 888 220-7611 E-mail: info@berkegroup.com
Web: www.berkegroup.com