

INDEX5

“Style Matters”



INDEX5 is an innovative method for describing how people behave, and how their default style impacts their performance and relationships at work. **INDEX5** measures the 5 core dimensions of behavior revealed by 50+ years of behavioral science research, and maps them onto critical work success processes.

References: Digman, J., Personality structure: emergence of the five factor model, *Annual Review of Psychology*; McCrae, R. & Costa, P., Personality trait structure as a human universal, *American Psychologist*; Schmidt, F. & Hunter, J., The validity and utility of selection methods in personnel psychology, *Psychological Bulletin*; Howard, P. & Howard, J., *Personality at Work*

What can you do with **INDEX5**?

INDEX5 can be used to

- Create a success profile of top performers to compare against a slate of candidates for better selection decisions (“cloning”)
- Create a team (2+ people) profile to forecast where the team will tend to succeed or stumble, and to make adjustments for better performance/success
- Create an individual profile to support talent deployment

How is **INDEX5** different from the other “personality tests” on the market?

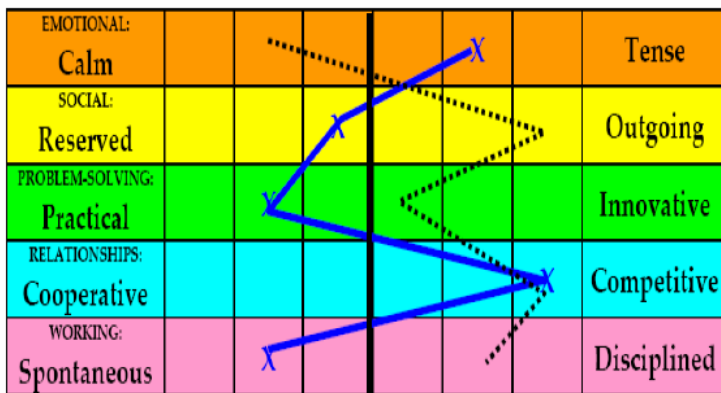
Most behavioral assessments ask people to answer a number of questions about themselves. This approach is quick and easy. Unfortunately, self-assessments produce distorted results because people are motivated to present themselves in the most “positive” (vs. the most accurate) light. **INDEX5** is the only behavioral style assessment where people are described exclusively by others rather than by themselves. Raters go to a secure website where they describe their co-workers on the 5 core behavioral dimensions. **INDEX5** takes only one minute to execute, so people are more likely to complete it which increases the convergent accuracy of the multi-rater data.

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CASE STUDY #1

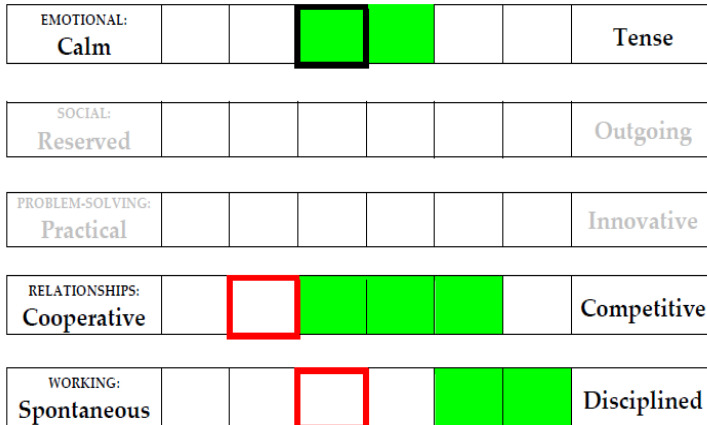
The CEO and COO of a technology start-up company were fighting openly with each other and undermining the company's success. They were angry with each other for being different (a common source of partnership conflict). By showing them HOW they were different (see profiles to the left), they were able to shift from blaming each other to understanding their differences and developing strategies for bridging the inevitable stress points in their vital partnership. The board chair said she was "relieved to have my leaders back on the job. This just couldn't go on any longer!"



CASE STUDY #2

The regional sales manager of a chemical engineering company was not meeting his sales numbers. INDEX5 was used to compare his core work style (blue profile) with the top 3 performing sales managers in the company (dotted line profile). The profile gaps on the Social and Working dimensions explained why he was falling short on performance (despite previous training and coaching efforts). The VP Sales redeployed him and brought in a better-fit candidate .

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Green bar = ideal range
 Bold box = team average

CASE STUDY #3

A healthcare team was not delivering quality results on time or on budget. Team members described each other on INDEX5, and the team composite (left) for the teamwork phase “Performing” revealed low levels of competitiveness and discipline. The team improved its performance by learning and implementing project/process management best practices, and by empowering the team member most suited to serve in the “Energizer” role to push them to be faster, better and more competitive .

To launch INDEX5 in your organization, contact:

Baird Brightman
 WORKLIFE STRATEGIES
 978.239.9506
bb@wklf.com
www.wklf.com

Baird Brightman Ph.D. helps people succeed in their career and business. Trained as a behavioral scientist, Baird has worked as a health professional, leader and consultant. He currently serves as a trusted advisor to individuals and organizations. Baird has been a lecturer at the Harvard Medical School and an instructor/advisor at Harvard’s office of executive education. His publications include *Transforming Health Care: Action Strategies for Health Care Leaders* and *One Perfect Meal: Saving the World from the Calorie Crisis* as well as articles on professional and organizational effectiveness. He has been interviewed by Forbes, WebMD, The Washington Post, The Boston Globe and others on a variety of work-related topics.