



Hire Right The First Time.





We help you make the right choice.

PeopleKeys<sup>®</sup> The logo icon consists of two stylized human figures, one in blue and one in orange, with their arms raised and hands touching, symbolizing people or a team.

# Turn a gamble into a sure thing.

PeopleKeys® can revolutionize your hiring process by eliminating the guesswork and providing you with the insight and information you will need to make the best hiring decisions.

Our proven system will enable you to hire, train and retain the most effective employees.

Whether you're a small business or a Fortune 500 corporation, our system is tailored for your company's greatest benefit and ultimate advantage.

*"We don't make a hiring decision without them."*

*Michael Coleman  
President, Integrity Music*



# It's all about people.

Having the right people in the right place is the difference between success and failure. PeopleKeys® helps you find, place and motivate employees with a complete online system that either complements your existing HR function, or operates as a stand-alone solution.

PeopleKeys® uses industry-specific benchmarks that identify key behavioral and skill traits necessary for top employee performance. In addition, PeopleKeys® can survey your existing peak performers to determine the elements of success that are unique to your business or industry.

While your top salesperson may need to think outside the box, be an instinctive leader, and know how to build client relationships, his assistant may need organizational and computer skills.

PeopleKeys® lets you prescreen candidates based on those criteria, saving you the time... and the risk.

*"Job well done. You beat deadlines and delivered more than promised."*

*Helen Smalich  
United Air Lines*



# You need PeopleKeys®.

PeopleKeys® is more than a proven hiring system. It's a revolutionary solution that's tailored to:

- Link to existing online job boards to assist in the recruitment process.
- Prescreen candidates and assist in generating unique interview questions that make your face-to-face meetings productive and insightful.
- Provide acclimation and teambuilding reports so your new hires quickly adapt and enhance overall team productivity.

Whether you have a staff of ten or ten-thousand, PeopleKeys® provides the hiring strategy, process and ultimate solution you need.



# The difference is huge.

## *Hiring*

PeopleKeys® helps your company hire and keep the people best suited for your business the first time. Our “black box” technology allows us to partner with online job boards such as monster.com, careerbuilder.com and others.

If you are currently using these services, PeopleKeys® gives you the ability to further filter, review and interview prospective candidates. If you are new to online recruiting, let PeopleKeys® be your one-stop solution. Why sort through hundreds - even thousands - of candidates? Once we know your hiring needs we can find, filter and deliver a short list of qualified candidates.

## *Training*

An even greater issue may be that your existing staff not operating at their full potential. By assessing your current staff, you'll be able to fully develop the talent that already exists in your organization, increase employee productivity, enhance client satisfaction, and add to your bottom line.

## *Retention*

Turnover costs you money, and clients utilizing the PeopleKeys® system typically find turnover rates decrease 30-50% during the first year of implementation.

*“Through understanding of behavioral styles, our turnover is 25% below industry standards.”*

*Sue Miklos  
The Bair Foundation*



# Find out now... not six months later.

Through validated and reliable assessments, we can identify the key factors that predict a candidate's job performance and determine future success.

PeopleKeys'® unique technology will generate interview questions allowing you to investigate potential problems during the interview process, rather than discovering them after six months or more on the job.

Our Soft Skills evaluations will help you to discover:

- The communication style best suited for a specific position.
- How someone may respond to challenges, pressures and deadlines.
- How internal values system impacts judgment regarding tasks, relationships, events and goals.
- The role someone plays as part of a team:  
*Theorist, Executor, Analyzer, Manager or Strategist.*

*"Great feedback from all of our staff...  
We love PeopleKeys® solutions for  
effective staffing choices."*

*KB, COO  
Celtic Healthcare*



# The power of PeopleKeys®

Behind our user friendly interface is one of the most powerful online hiring tools on the market today.

Candidates can access the system online and can even be linked from your website and complete their assessment in about fifteen minutes.

PeopleKeys® will instantly generate a report on each candidate that includes their style overview, description and motivational characteristics. It even provides you with interview questions based on their results.

With our Administrative logon feature, you have the ability to determine who will see candidate information. You can also receive email updates on candidates once they have completed their assessments.

The system then ranks candidates based on their results and allows you to decide who you would like to interview.





**Candidate Results**  
Job Name: John's Job | Job Code: 1736-267

**Candidate Overall Match Legend**  
 ● Excellent match in assessed categories.    ▲ Possible match in some categories. Review areas outside of ranges.    ● Low match in assessed categories. Review all areas outside of ranges.

**Individual Assessments Score Legend**  
 ● High Range = candidate scored nearly perfect match on assessed category    ● Mid Range = candidate scored at average match on assessed category    ● Low Range = candidate scored below position requirements in assessed category

**Print Legend**  
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Name	Test Date	Assessments	Mandatory Questions (Q)	Temperament	Team/Work Focus/Values	View Report	Contact Information	Edit Scores
John Schendel #4	2/19/2007 1:37:34 PM	4/1/6	IP	● 12	●	🔍 🖨️ 📄 📄		

**Candidates who did not meet experience criteria**

Name	Test Date	Assessments	Mandatory Questions (Q)	Temperament	Team/Work Focus/Values	View Report	Contact Information	Edit Scores
Ralph Ashby #6	2/19/2007 1:57:11 PM	▲ 24/44	IP	● 12	●	🔍 🖨️ 📄 📄		

**Candidates who did not meet experience criteria**

Name	Test Date	Assessments	Mandatory Questions (Q)	Temperament	Team/Work Focus/Values	View Report	Contact Information	Edit Scores
Ralph Ashby #6	2/19/2007 1:57:11 PM	● 24/44	IP	○ 12	○	🔍 🖨️ 📄 📄		

Through our green, yellow, red scale, you know at a glance whether to “go”, proceed with “caution”, or “stop” until further information is obtained.

**Candidate Results**  
Job Name: Fred's | Job Code: 3010-3

**Candidate Overall Match Legend**  
 ● Excellent match in assessed categories.    ▲ Possible match in some categories. Review areas outside of ranges.    ● Low match in assessed categories. Review all areas outside of ranges.

**Individual Assessments Score Legend**  
 ● High Range = candidate scored nearly perfect match on assessed category    ● Mid Range = candidate scored at average match on assessed category    ● Low Range = candidate scored below position requirements in assessed category

**Print Legend**  
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We take a complex science and break it down into an easy to understand rating scale that makes you the hiring expert.

We also include detailed information on the assessment results, information that seasoned HR professionals would find useful and would complement any existing hiring solution.

We only use the most highly validated and reliable assessments, which meet or exceed EEOC guidelines.

**Candidate Reports**  
Select Another Job | Select Another Candidate

Candidate: John Schendel    Keyword: Persuader    Job Name: John's Job    Contact Information

**Overview**    Description    Motivational Characteristics    Skill Characteristics    Interview Questions    Scoring Data    Print Interface

Assessments: ● 24/24    Temperament: ● 12    Team Focus: ●    Work Values: ●

**Temperament Style Graphs: 12, 12**

**Public Perception**

Raw Scores: D=3, I=1, S=4, C=0  
Benchmark High: D=0, I=0, S=0, C=1  
Calculated Scores: D 35, I 7.6, S 46.7, C 27.8  
Benchmark Low: D=0, I=-0, S=0, C=0

**Stress Perception**

Raw Scores: D=0, I=0, S=0, C=11

**Self Perception**

Raw Scores: D=0, I=1, S=-2, C=-1

**DISC**

**TEAMS**

**VALUES**

Occupation: Mr Job  
Date: 2/22/2007 9:13:04 AM

**Candidate's style is identified by the keyword "Persuader".**

Candidate, as a Persuader style, is an integrative leader who works with and through people. Persuaders have an outgoing spirit, high interest in people and the ability to gain respect and admiration from varied types of individuals. They do business in a friendly way, while striving to win others to their objectives and sell their point of view. They can be inattentive to the "little things" and details. Persuaders may act impulsively, may be overly enthusiastic and may overtalk. They may overestimate their ability to motivate people or change the behavior of others. Candidate seeks freedom from routine and wants authority as well as prestige. Persuaders need a variety of activities and work more efficiently when analytical data is provided by others. Candidate needs assignments requiring mobility and challenge.

As a Persuader, Candidate may have a hard time resting. Persuaders may seem as if they are nervous or fidgety; they are always active and in the middle of some activity. Candidate is very optimistic and motivating. Knowing how to get results! A Persuader is a good communicator and has a true interest in people. They are good problem solvers, but they need to relax and pace themselves. Persuaders would do well to remember that they do not always have to take the lead position; they can be supporters and helpers also. Persuaders need to learn to relax and try not to control everything and everyone. Persuaders want the people around them to communicate efficiently and effectively. Candidate tends to make decisions quickly and is comfortable making high-risk determinations.

Often viewed by others as overconfident or conceited, Persuaders may appear aggressive, especially when communicating with people who like to pay attention to all the fine points. Persuaders are optimistic and tend to overestimate the abilities of others because of their high trust, optimism and confidence in others around them.

Our solutions are legally defensible when used in accordance with PeopleKeys® strategic hiring solutions and recommendation guidelines.

# We speak your language.

Our state-of-the-art online delivery system allows you to take advantage of the power of PeopleKeys® from anywhere on the globe. With fourteen language translations available and more on the way, PeopleKeys® offers you the ability to work across international borders.

With an international client base that includes Manpower, Inc., Swarovski, SPX and others, PeopleKeys® has the expertise and experience to help you succeed in a worldwide market.

The following languages are currently available through PeopleKeys®

- English (USA)
- French (France)
- Danish (Denmark)
- Greek (Greece)
- Italian (Italy)
- Malay (Malaysia)
- Korean (Korea)
- UK English (United Kingdom)
- German (Germany)
- Portuguese (South America)
- Dutch (Holland, Europe)
- Simplified Chinese (Singapore, China)
- Thai (Thailand)
- European Spanish (Spain)



# Legal issues: Protecting your business.

PeopleKeys® allows you to demonstrate effective, legally-defensible hiring decisions - an increasingly important aspect of the hiring process.

The U.S. Dept. of Labor looks favorably upon the use of benchmarking and job profiles as part of a larger evaluation. In their Employer's Guide to Good Practices, chapter 9, states: "Employers can effectively use personnel assessment instruments to measure job-relevant skills and capabilities of applicants and employees. These tools can help to identify and select better workers and can help improve the quality of an organization's overall performance."

The Equal Employment Opportunity Commission (EEOC) issued the Uniform Guidelines on Employee Selection Procedures in 1966, outlining a measurement called the "four-fifths rule" for courts to assess evidence of adverse impact in overall hiring practices. One of our primary instruments in assessing individual behavior in the workplace is the DISC Personality System Profile. DISC is reliable in the ranges of 90-95%, and has proven to far exceed the "four-fifths rule."

To further clarify the intent of the law, United States Supreme Court Justice Burger stated, "Nothing in the Act precludes the use of testing or measuring procedure; obviously they are useful."



# Let us prove it to you.

*Your customized PeopleKeys account can  
be up and running in one business day.  
Contact us today to set up your  
FREE demo account.*

Tel: +44 (0) 1273 554088  
sales@goldisc.co.uk  
www.goldisc.co.uk

PeopleKeys<sup>®</sup> 