

Assessment Options

Which one serves our needs?

Business Brain LLC currently has many different psychometric assessments available. This report will guide you through the process to decide which one is best for your business needs.



All our assessments are administered by computer through private, secure servers. These assessments measure the people side of performance according to the human sciences of emotional intelligence and advanced psychology.

Our assessment partners have been globally validated across multiple populations to ensure validity.

Psychometrics is the approximation of latent psychological processes by means of stochastic analysis at both the individual and population levels.

- Peter Molenaar (Pennsylvania State University)

Uncover what is unknown.

The Power Of Psychometrics.

There are three core pathways to follow based on your business needs.

- Individual - Brain Profiles & Personality Tests
- Team - Vital Signs & Brain Profiles
- Organizational - Vital Signs

The “Individual” pathway is ideal for recruitment, coaching, personal development and training.

The “Team” pathway is for creating or optimizing high performing teams and allows for group debriefs and coaching.

The “Organizational” pathway is for measuring overall organizational engagement and climate. Often used to pinpoint areas assisting and interfering with growth and bottom-line success.



Brain Profile Personality Tests

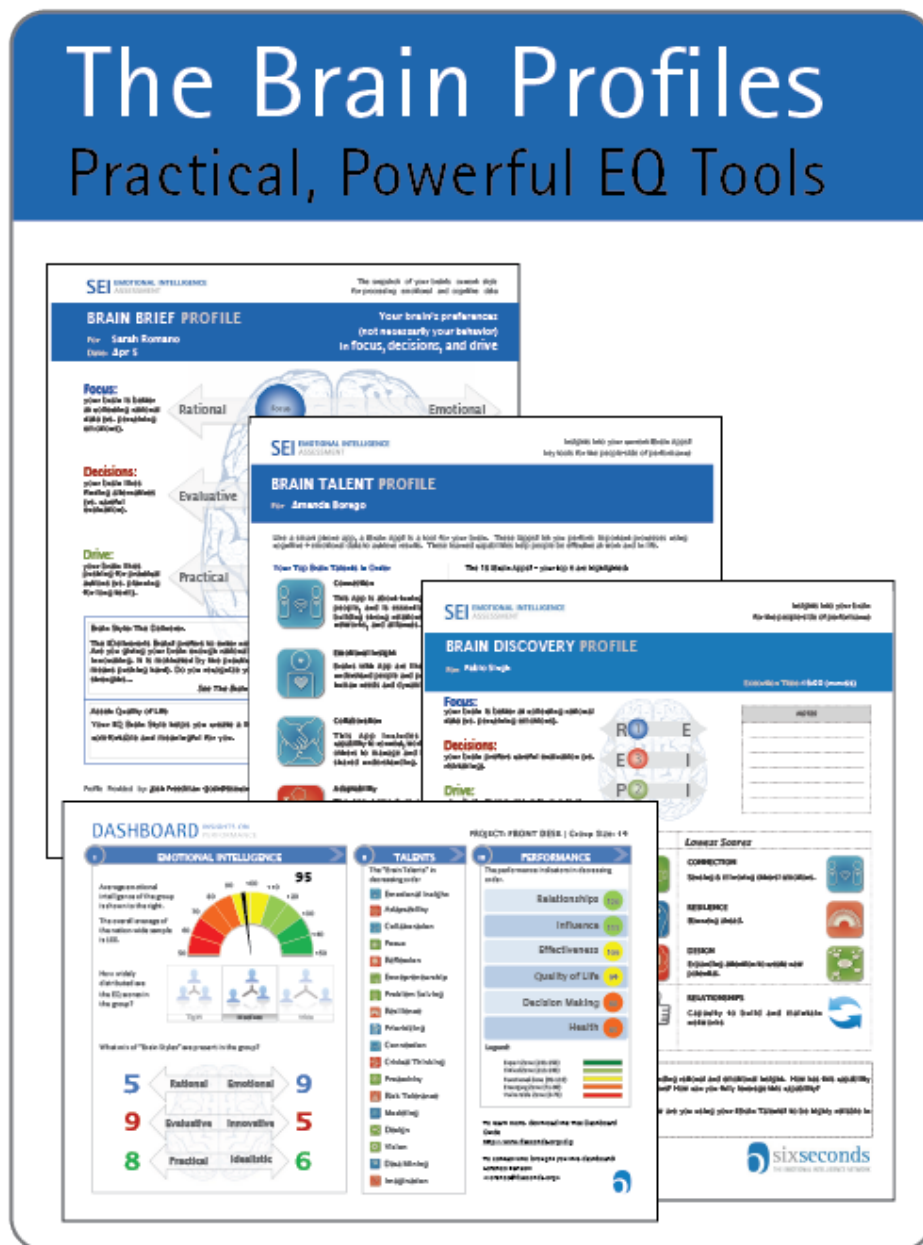
Brain Profile assessments consist of 4 possible reports and can be debriefed individually or as a group workshop. A dashboard can be added to aggregate insights for a group or team by combining multiple brain profiles.

Brain Brief- Brain Style, of 8 possible, based on focus, decisions & drive.

Brain Talents - An individual's top 6 brain talents from 18 key competencies.

Brain Discovery - Top and lowest 3 brain talents, performance outcomes.

Brain Dashboard - EQ of group, talents of group in order, performance outcomes.



BRAIN PROFILES ARE
BEST USED FOR:

INTRODUCING PEOPLE
TO EMOTIONAL
INTELLIGENCE AND
CREATING SELF
AWARENESS

CREATING INSIGHTS FOR
COACHING OR TRAINING
OF A GIVEN INDIVIDUAL

TEAM DEVELOPMENT
BASED ON HUMAN
DYNAMICS

CAPTURING GROUP
TRENDS TO PLAN
STRATEGY (DASHBOARD)



Brain Profiles For Individuals OR Teams

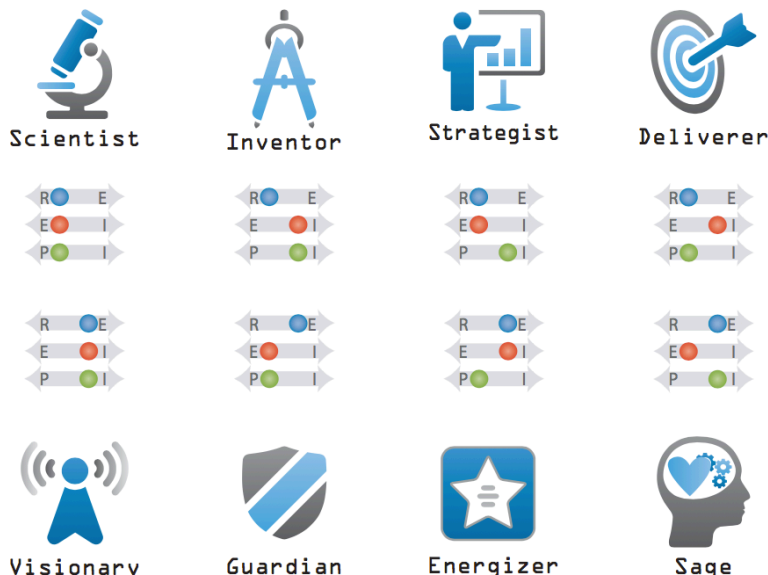
People are different.

Brain Profiles categorize people according to their different Brain Styles and their individual Brain Talents.

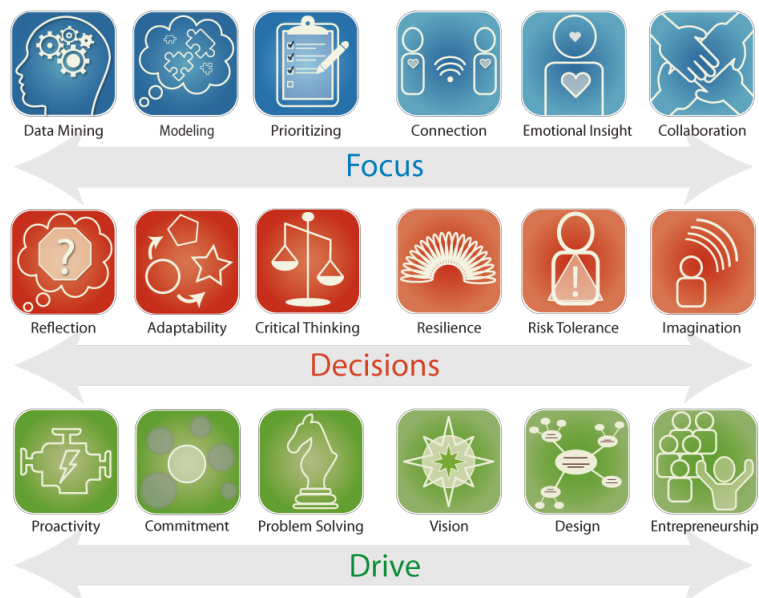
Imagine your team could understand how each member viewed a project differently, or if they knew who had the perfect talent to approach a problem in a way the others might miss.

This assessment appears simple yet can have powerful outcomes. The Brain Discovery and Dashboard can also reveal individual/group performance challenges potentially avoiding failures before they occur.

Brain Brief Report. What is your Brain Style?



Brain Talent Report. What are your Brain's Talents?



There are no ideals or targets results for these assessments. Brain Profiles are easy to understand, actionable and provide amazing value.

Popular Personality Tests

Myers-Briggs and the Big Five

It is likely you have heard of Myers Briggs Personality Indicator (MBTI) or the Big Five Personality Types as they are foundational psychometric tests. However most providers of these assessments lack the proper validation to meet the standards of Business Brain. Additionally these tests offer minimal value when the costs are factored in. Fortunately we do have a cost-effective, scientifically validated provider for our clients that want to access these assessments.

Typefinder Personality Test

Based on the 16 personality types created by Isabel Briggs Myers, the TypeFinder provides an efficient and accurate assessment of your team's personality preferences. The TypeFinder for the Workplace report provides a comprehensive overview of each teammate's personality type and how it drives their work style, motivation, and way of interacting with teammates and employees.



The Big Five Personality Test

Explore your personality with the highly respected Five Factor model (AKA the Big Five). You'll see how you stack up on 5 major dimensions of personality: Openness, Conscientiousness, Agreeableness, Extraversion, and Neuroticism.

Note: Career tests and other personality assessments available by request.

Overview of Vital Signs

Vital Signs is a suite of scientifically validated measurement tools to improve effectiveness for individual leaders, teams, and across whole organizations. It has been researched in 100s of organizations and with 1000s of individuals. Specifically designed to measure and improve performance based on on key competencies that lead to success in the modern business world.



There are 3 Vital Sign reports.

Leadership Vital Signs (LVS) - LVS is a multi-rater (360) assessment providing focused feedback about leadership and comparisons between a leader and others' perceptions. In this context, "leadership" is defined by the five components of the VS Model. There is also a Self-only version.

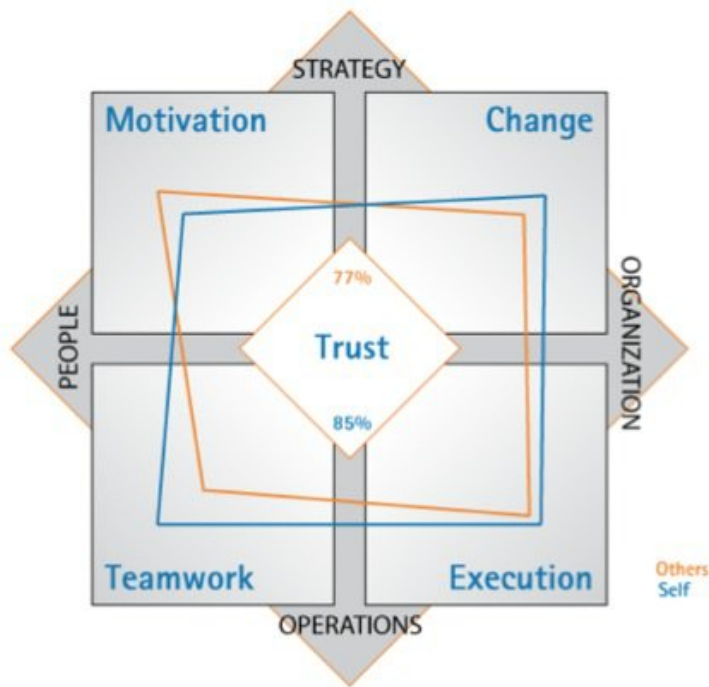
Team Vital Signs (TVS) - TVS is a survey of team members evaluating the team experience. It measures the drivers of team effectiveness, offering insight into the workplace climate and team dynamics.

Organizational Vital Signs (OVS) - OVS is a well-validated measure of organizational climate using a focused survey that is completed online. It rapidly and accurately provides a snapshot of the people-side of the organization. Beyond a staff satisfaction measure, OVS identifies key performance drivers linked to practical outcomes as a roadmap for improvement.

Leadership Vital Signs

Using the Leadership Vital Signs (LVS) Assessment you can obtain a 360 view of how effective any leader is. Since leaders rarely receive honest, constructive feedback, this tool is essential to the development and success of any leader.

The LVS is effective for professional development and will improve organizational performance, change management, employee retention and much more.



Measuring Individual Leaders

Drivers of Vital Signs Model:

- Motivation
- Teamwork
- Execution
- Change
- Trust

Outcomes:

- Influence
- Efficacy
- Design
- Direction

What if we could measure the performance of a leader though the people they manage anonymously?

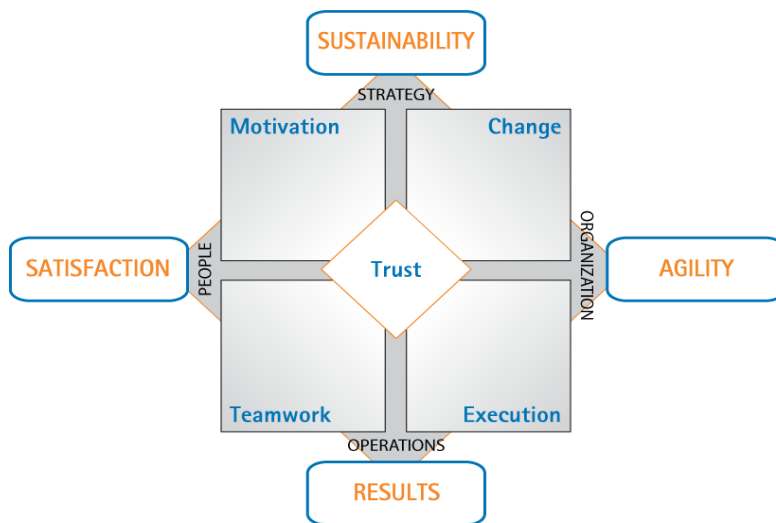
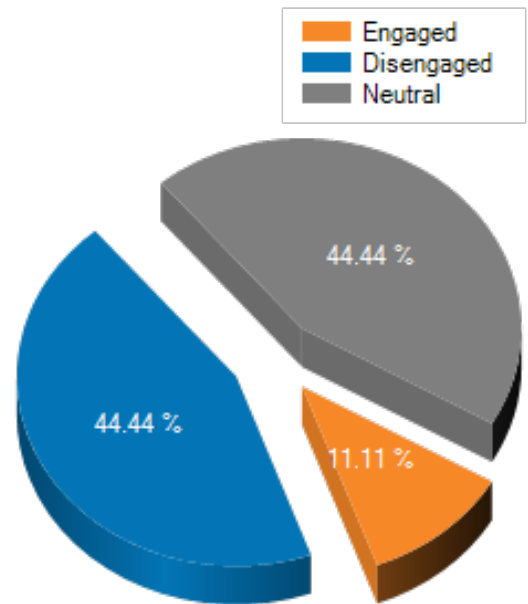
Do you think people might respond differently to a leader who asked for their feedback?

Would effective leaders and more engaged employees increase your bottom line?

The LVS is the ultimate entry into leadership development in any setting or company. One leader, any size team, amazing results!

Team Vital Signs

To test people, you need people designed tools. The Team Vital Signs (TVS) is a statistically validated measurement that captures key information about the people side of performance. Essentially a “team 360” allowing the team to self assess organizational climate and outcomes.



**ABOUT
70% OF
AMERICANS
ARE
DISENGAGED
AT WORK**

- Gallup

**16% OF
EMPLOYEES
SAID THEY FELT
“CONNECTED
AND ENGAGED”
BY EMPLOYERS**

- Employee Channel

Team Vital Signs Measures

Overall Engagement -
Disengagement -
Neutrality

Team Climate:

- Motivation
- Teamwork
- Execution
- Change
- Trust

Team Outcomes:

- Sustainability
- Agility
- Results
- Satisfaction

75% of American workers care deeply about the well-being of their employer and only 23% say they have full insight into how their organizations are actually doing.

-Kimble

Organizational Vital Signs (OVS)

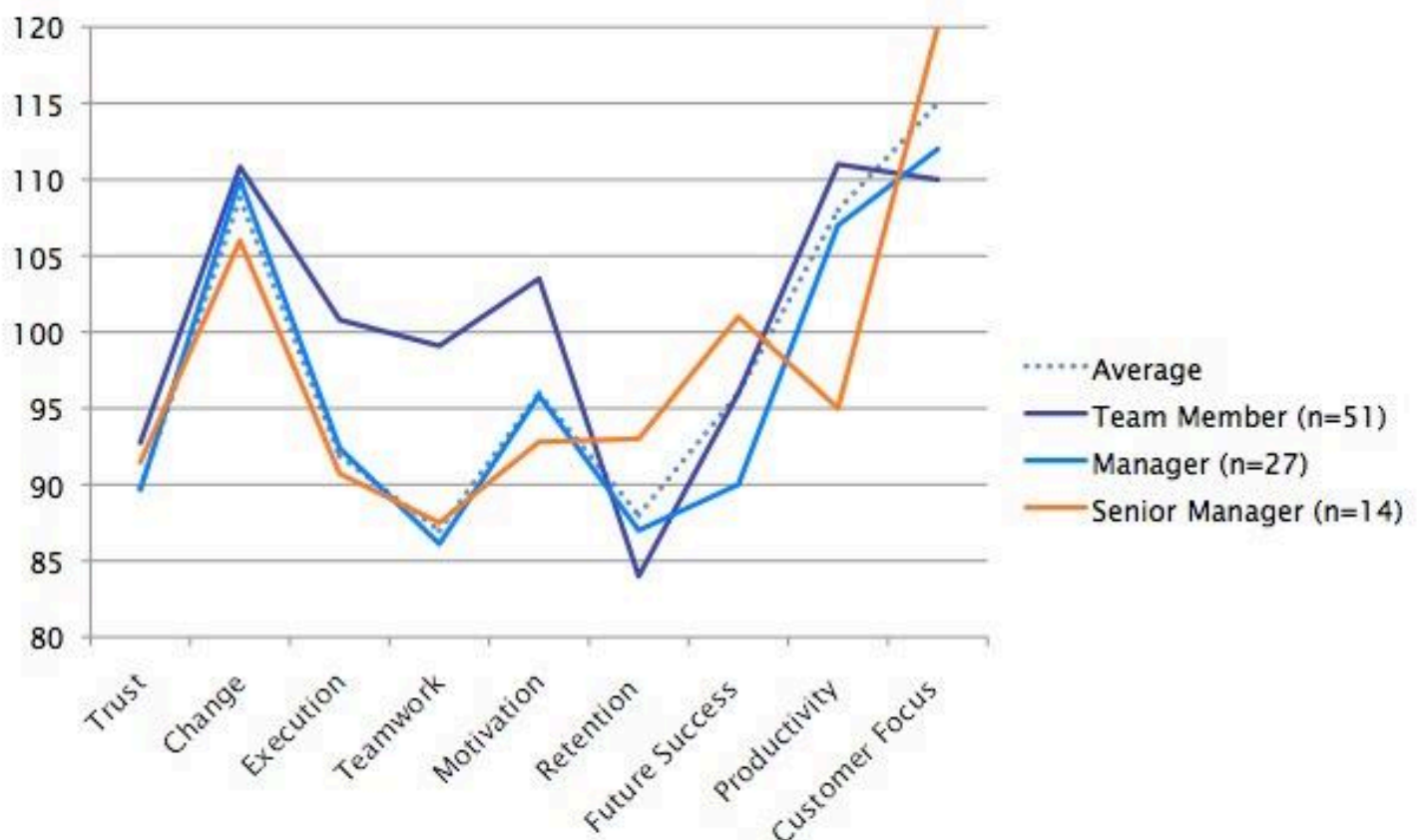
Stakeholders want to know.

How is the organizational climate? How engaged is the team? Where a typical “staff satisfaction” measure tells you something about contentment, OVS shows you the drivers of performance in an actionable, practical framework.

In addition to the core Vital Signs measurements of - Trust, Change, Execution. Teamwork & Motivation the OVS measures Retention, Future Success, Productivity and Customer Focus.

The OVS can be used across departments from C-level to new hire. The data can be separated (as seen below) and provide actionable insights for multiple organizational initiatives.

OVS by Role



After the Assessment

Debriefs With ELIAS ARJAN

Tools are only effective in the right hands. The founder of Business Brain LLC has a twenty five year history of sales, leadership, motivation and business development.

Recently Elias has focused on the hospitality sector, but he has worked with non-profits, start ups and Fortune 500 clients.

Elias is dedicated to develop every person or company he works with, and will provide comprehensive debriefs regardless of the selected assessment.

The assessment debriefs can be stand alone or Elias can work with your team to create actionable development plans and/or trainings based on the results.



“I had the opportunity to hire Elias Arjan (of Business Brain LLC) for a large scale, highly visible, and much needed project related to the creation of sales training materials designed for several hundred of our company’s field staff. Elias’ approach was organized and thoughtful. He solicited input from all relevant stakeholders and he was resourceful in overcoming obstacles that inevitably occurred along the way. Elias demonstrated the ability to build trust with his business partners while he injected creativity and strong project management in delivering the finished product. I look forward to collaborating with him again in the future. “

**Anil Mansukhani Vice President | Onboard Revenue & Business Development
Holland America Group | Serving Princess Cruises, Holland America Line,
Seabourn, and P&O Australia**

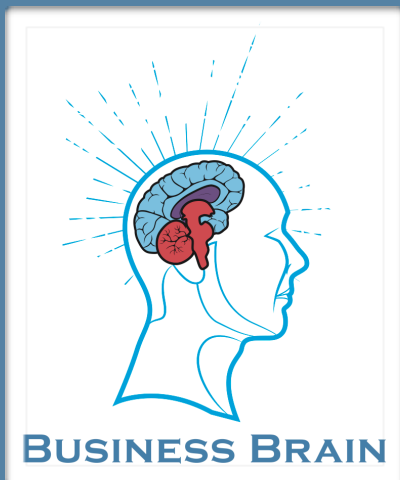
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