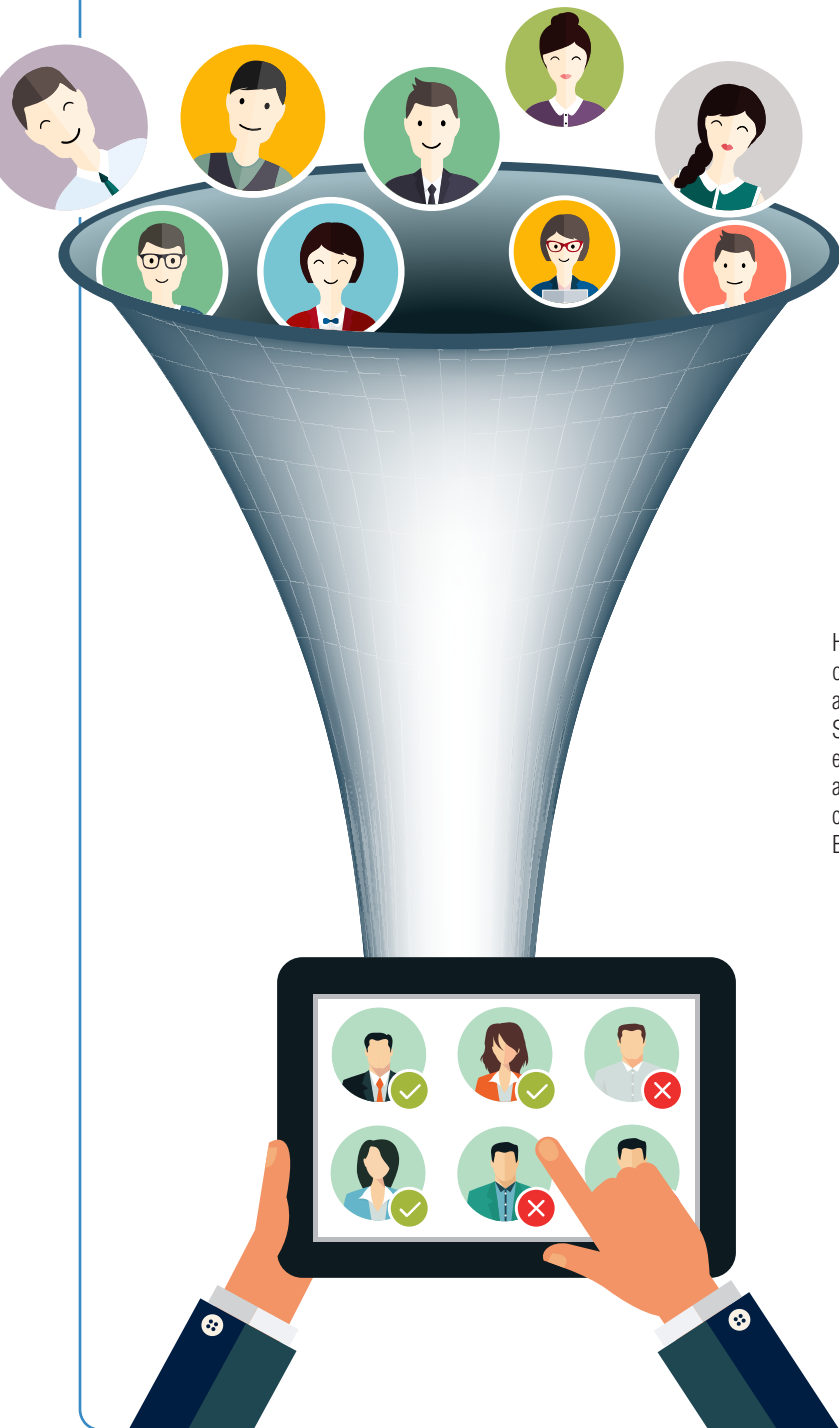


SELECTION FUNNEL

The Selection Funnel walks decision-makers through the hiring & selection process, enabling them to **SAVE TIME** and **MAKE INFORMED DECISIONS** based on concrete data. Selecting employees with this easy step-by-step process ultimately brings reciprocal returns—by greatly reducing turnover and increasing productivity.



1 Qualify Resumes

Select the applicants' resumes who **DO** have the necessary "measurable" job requirements, such as: experience, education, training, technical expertise, references + any other additional pre-requisites necessary for initial consideration. These applicants advance to the Screening Assessment (Step 2).

2 Screening Assessment

For the applicants who advance from Step 1, email them the **Work Ethic Screen**. Screening assessments will quickly and inexpensively provide employers answers to general performance related questions. This will further refine your applicant pool **AND** enable you to ask better questions of those applicants who advance to the Telephone Screen (Step 3).

3 Telephone Screen

Schedule a short telephone or video call interview with each applicant who advances from Step 2. Use this as an opportunity to clarify any aspects of their resume or screening assessment results. The Telephone Screen is also a time saving way to initially gauge each applicant's communication skills, professionalism and ability to follow directions. Successful applicants advance to the Selection Assessment (Step 4).

4 Selection Assessment

Having successfully narrowed the pool to an even smaller number of applicants, you're ready to email the small number of remaining applicants our selection assessment, **The Executive Summary**. Selection assessments provide reliable performance **ANSWERS** about each applicant's behavioral, motivational and thinking styles. Selection assessments will provide you the final decision criteria based on concrete, multi-faceted data. The insights & data provided by the Executive Summary will enhance your in-person interviews (Step 5).

5 In-person Interview

By this phase, the four prior steps should have effectively narrowed your pool of applicants. This saves you the time and trouble of scheduling and hosting in-person interviews with individuals who aren't qualified or suited for your organization. You will also have compiled performance predicting insights & answers unique to each individual. This empowers you to enter each interview with a well formulated set of questions tailored to the applicant.

6 Selection Decision

Congratulations—you're now prepared to make a decision! At this point, the selection funnel should have narrowed the original pool to only a handful (or less) of applicants. You can now confidently invest your time and resources hiring, training and developing the individual(s) knowing exactly **WHO** and **WHAT** you'll be getting.