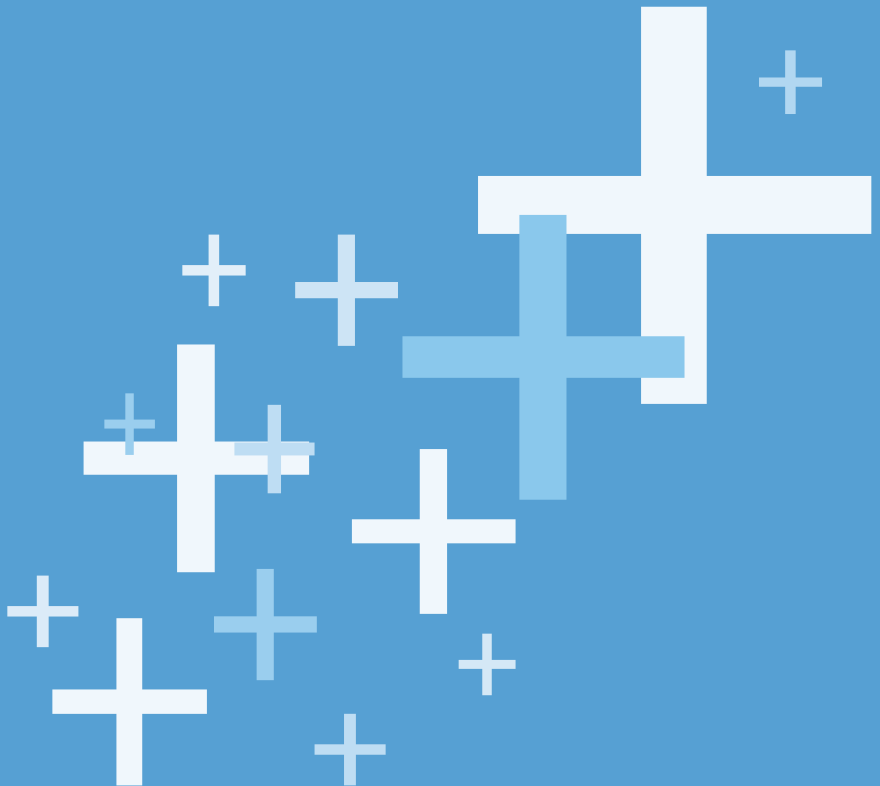


Talent+®

ANNUAL REPORT | 2013 - 2014

*THE SCIENCE OF TALENT®*



*CHANGING LIVES ONE INTERVIEW AT A TIME*

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“Talent Plus® has given us a scientific, objective platform to identify talented individuals, place them in appropriate positions and coach them for maximum success according to their natural strengths and talents.”

+ Amy Zuckerman  
Senior Vice President of  
Human Resources  
Ferragamo

### VISION

To be the Leading Talent Assessment Partner<sup>SM</sup> with organizations committed to growth.

### MISSION

We believe every person has talent. Talent's expression is dependent upon the opportunity to express it. It is the goal of Talent Plus to help its clients and their employees to express this talent to the mutual benefit of the individual and organization.

### PROMISE

- + We are a compelling place for associates to work.
- + We are a compelling place for clients to do business.
- + We are a compelling citizen to have in any community.

### SOCIAL RESPONSIBILITY PILLARS

- + Cedars Home for Children
- + Good Neighbor Community Center
- + Habitat for Humanity
- + Tabitha



It's hard to believe what began as a mere conversation on our back porch 25 years ago, has grown into a global company, the Leading Talent Assessment Partner<sup>SM</sup> in the industry. And through it all, Talent Plus has focused on one thing: our appreciation for the amazing talents people have to offer when they are given the opportunity to express them.

We have made it our life's work to study people, so that the foundational elements of our company rest not just on a hunch, not just on a feel-good philosophy, but can be scientifically proven to bring results. It's what we call The Science of Talent<sup>®</sup>. Scientifically validated research that not only improves the bottom line and yields top notch results, but in the process builds world-class organizations.

In these pages you will find recent client stories as well as ground breaking research devoted to talent champions like you, like-minded partners who know the value of people and are willing to stake their reputation on being a Talent-Based Organization<sup>®</sup>. Not just because it works, but because it's the right thing to do.

We look forward to the next 25 years of sharing valuable research, and working alongside you to help you continue to grow your organizations and set new standards for patient care, guest experience and customer service with every encounter. Thank you for your valued partnership and thank you for continuing to help us grow!

With Appreciation,

Kimberly Rath  
Co-Chairman & Co-Founder  
Talent Plus



“People who are growing your organization, bringing innovative ideas to the table and executing them with a set of skills inherent in who they are bring growth. People add value. And ultimately it's people who change lives.”

+ Kimberly Rath

HEALTH CARE

Everyone deserves excellent health care. Talent Plus is dedicated to improving health care by helping clients strategically think about how patient experience directly relates to consistent, world-class care from their people.

In 2013-2014, the Talent Plus health care team exceeded its goal of impacting 1 million inpatient lives.

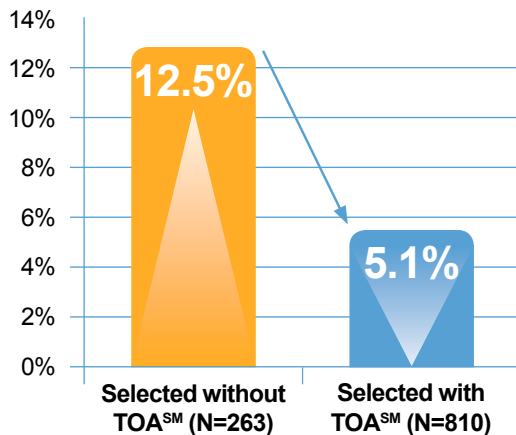
A Midwestern nationally ranked hospital began partnering with Talent Plus in 2011 with the primary goal of reducing front line turnover. After one year of utilizing the Talent Plus Health Care Professional Clinical and Non-Clinical Talent Online® Assessments (TOAs) for selecting top performing front line workers, Talent Plus began to compare overall turnover figures.

In 2012, estimating an average turnover cost of \$50,000 per person and 5.1% turnover, this hospital could have saved \$1 MILLION in front line turnover costs if they had selected everyone using the TOAs.

“It’s a very high stakes game being played in the world today within health care ... and there is very much a need for the wisdom of talent and what Talent Plus provides.”

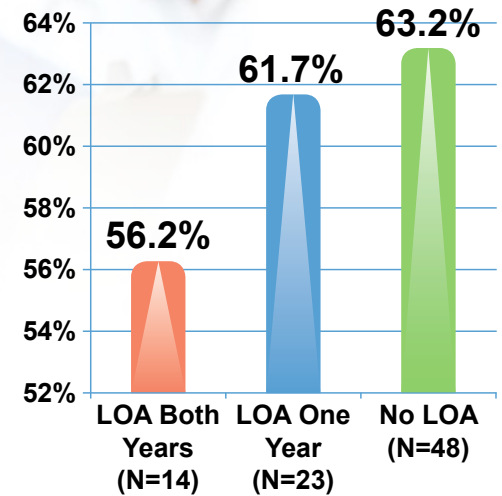
+ Steve Bonner  
Former President and CEO  
Cancer Treatment  
Centers of America (CTCA)

Overall Turnover Percent



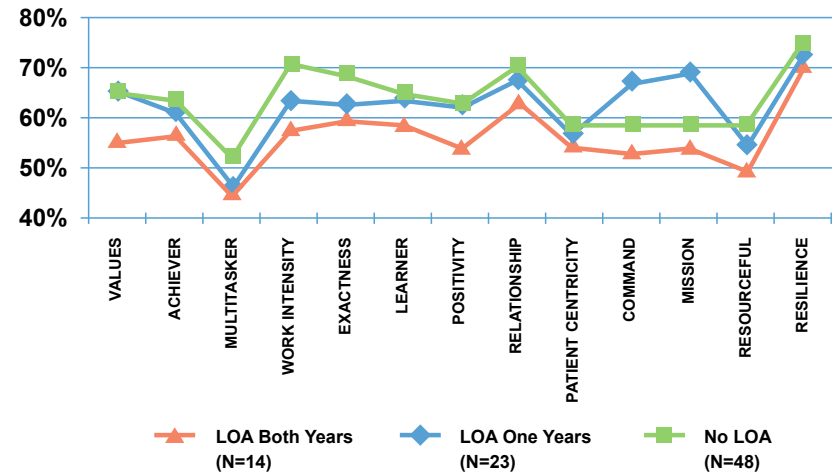
A two year study with an active health care call center, where extended absences affect the day to day operations of the center, showed employees whose total score was higher on the Non-Clinical Health Care Professional TOA<sup>SM</sup> had a far less consistent pattern of taking a leave of absence (LOA).

Average Total Score



In both years, Work Intensity and Resourceful were identified as themes showing differences between employees with and without LOAs.

Talent Intensity Index®

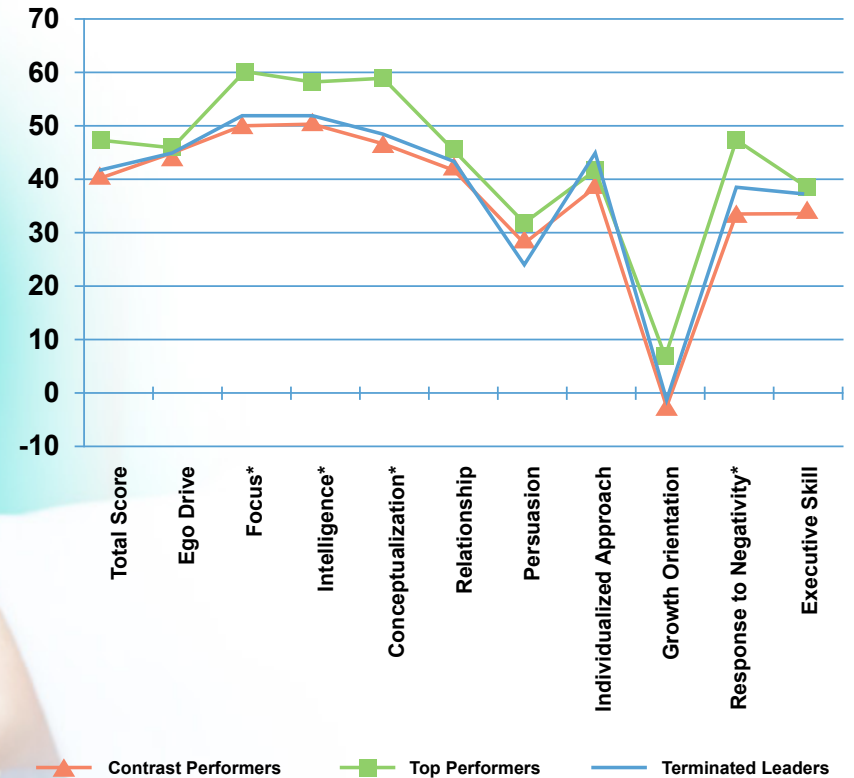


In 2013, a health care client, utilizing the Executive Interview, completed a research study to create a Talent Benchmark® of their current top performing leaders. Four key themes differentiate successful leaders in this organization: Conceptualization, Focus, Intelligence and Response to Negativity. When examining leaders that had recently terminated it was discovered that they closely mirrored the Contrast Performers in the original study.

“The Talent Plus process is an exceptional recruitment tool that highlights one’s strengths across multiple dimensions and can also be used by teams to enhance their performance, understand their individual strengths and improve their decision making processes. I have used it for my own personal growth and development and for each of my direct reports.”

+ Rich Liekweg  
 President  
 Barnes-Jewish Hospital  
 Group President  
 BJC HealthCare

### Senior Leader Talent Benchmark



This health care client could have saved **\$10,476,000 - \$23,976,000** if they had the benefit of the Talent Plus science at the point of selection.

\*Key talent differentiators

**HOSPITALITY**

The hospitality industry globally has recovered to near pre-recessions levels and with tourists ready to travel once again, Talent Plus is helping our clients to select the very best people to reimagine world-class experience.

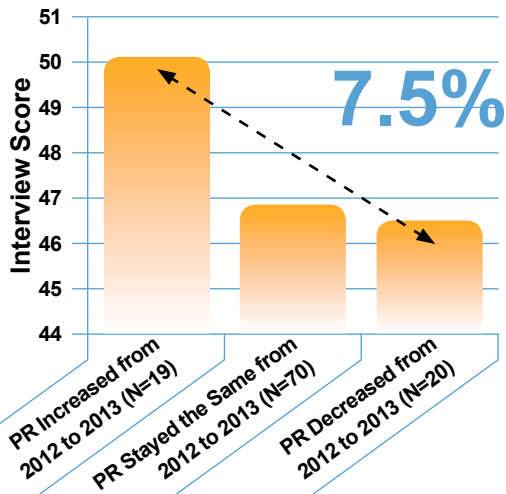
In 2013-2014, in hospitality, Talent Plus focused on building outstanding teams using The Science of Talent®.

“I was amazed that every single interview analysis was exactly the person I had come to know over many years and Talent Plus captured that in an hour’s time!”

+ Franka Holtmann  
General Manager  
The Dorchester Collection

An International hotel management company provided internal performance review scores for both general managers and regional managers to examine how they would align with a score on the Talent Plus Executive Interview. Individual’s whose performance review scores increased year over year had a higher score on the Executive Interview than those whose performance review remained the same or decreased year over year.

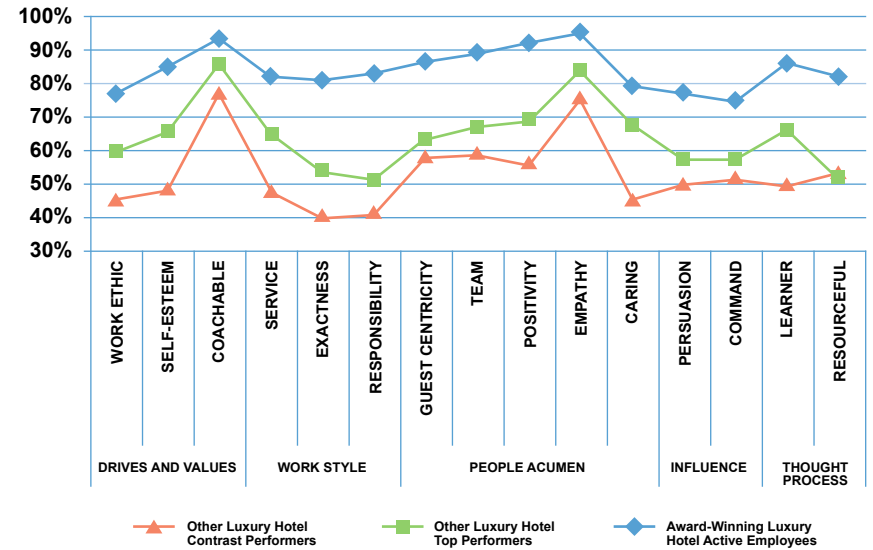
**Executive Interview Score and Performance Review (PR) Correlation**



A premier global luxury hotel group that has worked with Talent Plus for a decade had their Singapore location recognized for award-winning culture and guest experience less than five years after opening.

**JANUARY 2014** Tripadvisor Traveler’s Choice Awards:  
**Top Hotel in Singapore**

**OCTOBER 2013** Singapore Tourism Board, Singapore Experience Awards:  
**Best Hotel Experience**



Benchmarked results show their people are significantly more talented across all Talent Plus themes than other luxury hotel employees in the same culture.



Team development is a vital part of significant growth. We were thrilled to host many teams this year, including one of the largest groups from a global luxury hospitality company. Using the Executive Interview, this luxury hotel brand's leadership team came to Talent Plus, to not only gain feedback on their own strengths, but envision how they can further work together as a team for greater results.



**12** General Managers

**3** Corporate Vice Presidents

**4** Countries

**12** Properties

**2** Days of Executive Development for One Company

**1** Talent Plus Experience

“The tools and the training that we received from Talent Plus allowed us to select employees who shared the Company’s values and then develop their potential to reach levels of excellence that you cannot attain without natural talent. We improved business results: employee retention, employee engagement, guest engagement and world-class HR processes.”

+ Kevin Richeson  
Vice President  
Human Resources  
SH Group

“Organizations rise and fall on leaders and if we can create, if we can find and then create and develop great leaders then we really have an opportunity to be successful. To really be a game changer in this organization, really in this industry, you’ve got to have outstanding general managers, you’ve got to have key sales folks, and you’ve got to have lean executive committee members that understand what their purpose is. And by identifying those leaders through the tool that Talent Plus provides and then developing them is really going to provide us an opportunity to change the game.”

— Roger Casalengo  
Human Resources Expert  
in Hospitality

RETAIL

Retail experiences are as stylish as they have ever been and for the saavy shopper, experience is what it's all about.

In 2013-2014, the Talent Plus retail team focused on identifying top sales people and lowering turnover, while providing a unique customer experience every time.

“Since we first implemented the Talent Online Assessment (TOA) back in August of 2012, we have had over 6,000 applicants complete the online assessment! My HR Directors love the tool as it has made their jobs so much easier in identifying and selecting the best candidates.”

+ Janine Williams  
Vice President of  
Human Resource  
Leisure Sports

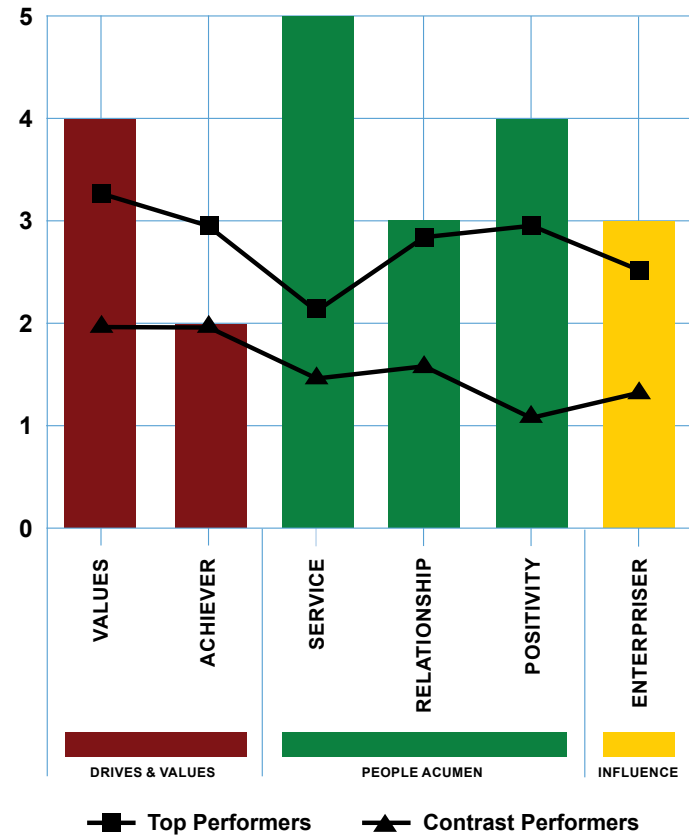
An award-winning sales associate outperforms her colleagues by 43 percent in sales per hour. Not only do the testimonials align directly with her talent based on the Sales Associate Interview, but her Sales Per Hour (SPH) metrics also show that her **SALES EXCEED THE AVERAGE SALES OF HER LOCATION BY OVER \$300K PER YEAR.\***

## Exclusive Award-Winning Club Nominee

TOP THEME	OBSERVATION
VALUES	“She is trustworthy and has the best interest of her colleagues and customers at heart. She delivers an exceptional customer experience to all customers regardless of if they are purchasing a \$15 or \$1500 bottle of wine.”
ENTERPRISER	*“Over the past few years, she has been one of [the] best performing sales associates in the wine category. Her SPH (sales per hour) in the current year is 43% higher than the overall store (Her SPH \$556.47; specific location SPH \$389).”



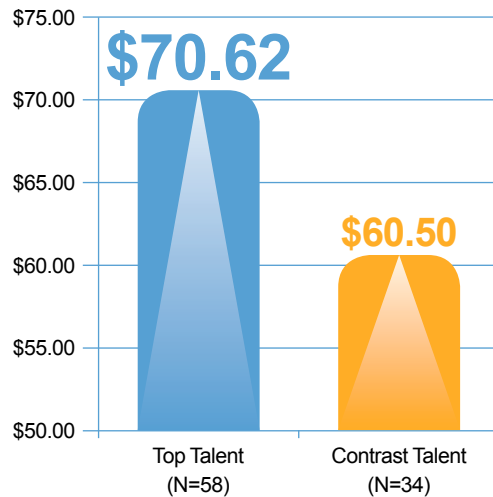
Talent Intensity Index® - An Understanding, Not a Score





A study examining return on talent using the Sales Associate Interview determined this luxury beauty retailer could yield additional profit of over 500 thousand dollars in one year.

### SALES PER HOUR (SPH)



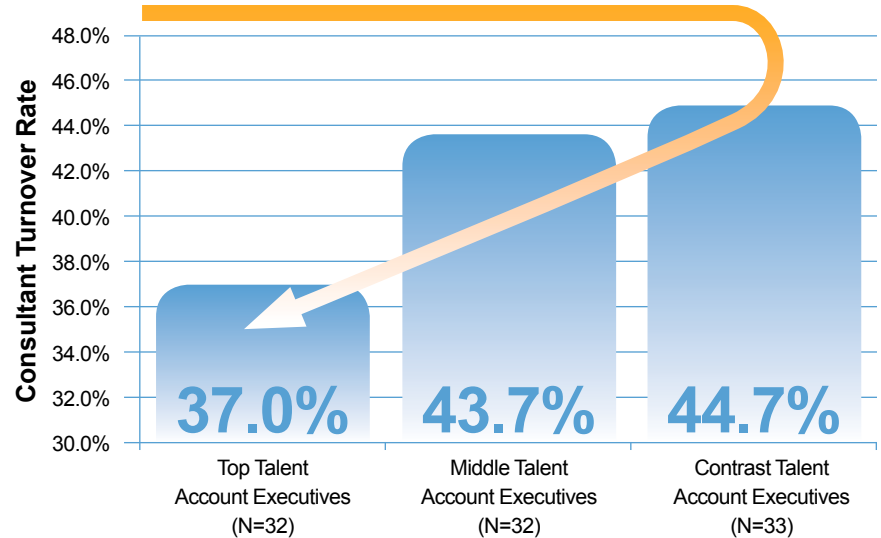
If the 34 bottom talent make-up artists were replaced with 34 high talent make-up artists, there would be a **\$516,120** difference in SPH productivity in one year.

Using the Profit Center Manager (PCM) Interview, this respected beauty client's goal was to reduce associate turnover among their front line consultants.

### TURNOVER

This graph shows the average beauty consultant turnover for account executives in the top third, middle third, and bottom third in terms of talent on the PCM Interview.

### 7.7% DIFFERENCE



Estimating an average turnover cost of \$5,000 per consultant, this luxury retail beauty client could have saved a total of **\$1.6 MILLION** if all account executives had top talent scores.

“The strong relationship we’ve forged is the catalyst for our accomplishments. I enjoy working with everyone on your team. I look forward to the great things we’re going to accomplish.”

+ Kevin Albrechtson  
Chief Quality Officer  
AmericasMart Atlanta



As the automotive industry innovates into the future, they are realizing it's about more than the just the machine.

In 2013-2014, the Talent Plus automotive team identified the very best salespeople, parts & service advisors, technicians and dealer staff.

"I noticed a big difference immediately. By applying the principles we were able to attain a high level of production and efficiency much more quickly, and with the core foundation being the right personnel, will elevate the Mercedes brand even higher than it already is."

+ Eric Hessinger  
President  
Mercedes-Benz of  
Pittsburgh

Talent Plus began benchmarking the automotive Talent Online Assessments (TOAs) with a luxury automotive dealer, ensuring the online assessments were as accurate as the person-to-person interviews. The Science of Talent® in an online instrument was as accurate as it has always been, mirroring the performance of both top and contrast performers just as the managers described them.

**TOP PERFORMER**

One technician, identified as a top performer, was recently promoted to shop foreman because of his high work ethic. He was given a key to the building because he was the first one to arrive and the last one the leave.

*"This graph is exactly him. If only they had more top performers, they would be happier."*

+ Dealer General Manager

**CONTRAST PERFORMER**

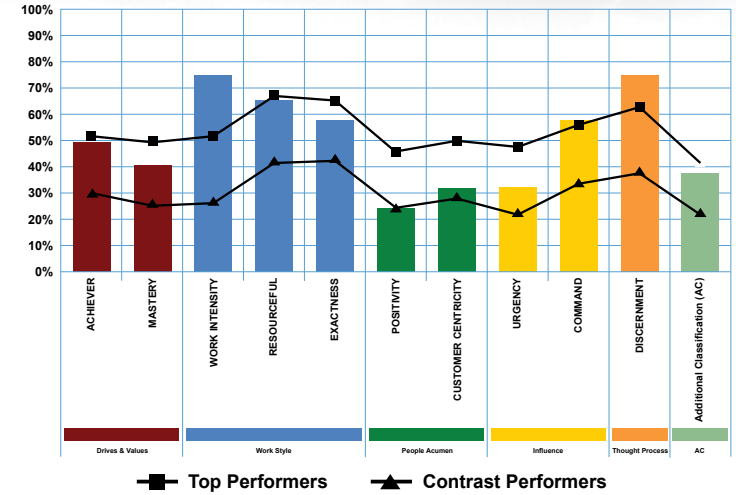
One technician, identified as a contrast performer, had been moved to another dealership because of his poor interactions with customers, opinionated attitude and laid back approach to work performance.

*"His graph is no surprise. He would not have been selected."*

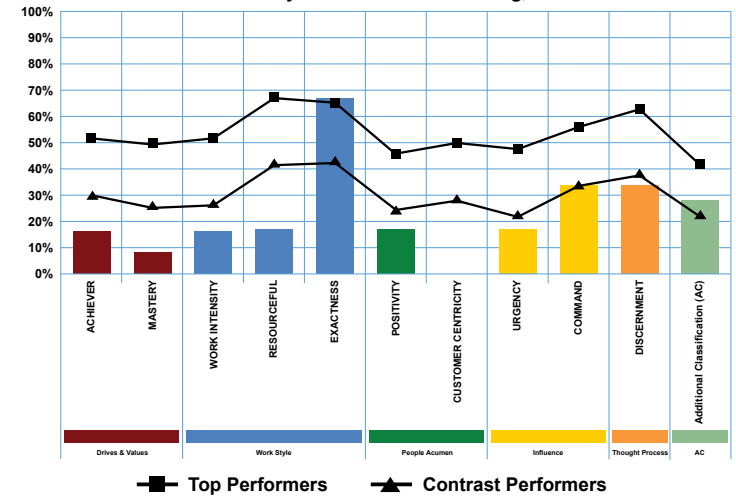
+ Dealer General Manager



Talent Intensity Index® - An Understanding, Not a Score



Talent Intensity Index® - An Understanding, Not a Score



# 25TH ANNIVERSARY

## TALENT PLUS®: THE FOUNDING OF A GLOBAL COMPANY

Doug and Kimberly Rath and Sandy Maxwell founded the concept of a company on the Rath's back porch in July of 1989. Joining with Dr. William E. Hall, they created Talent Plus, The Leading Talent Assessment Partner in the industry. With every location they continued to build onto the core promise of being:



2770 Woodscrest Avenue  
Lincoln, Nebraska:  
**The Rath's Back Porch**



2546 South 48th Street  
Lincoln, Nebraska:  
**First Talent Plus Office**



3883 Normal Boulevard  
Lincoln, Nebraska:  
**Second Talent Plus Office**



5220 South 16th Street  
Lincoln, Nebraska:  
**Third Talent Plus Office**

A compelling place for associates to work.

A compelling place for clients to do business.

A compelling citizen to be in any community.



One Talent Plus Way, Lincoln, Nebraska:  
**Current Talent Plus Corporate Headquarters**



50 Armenian Street,  
#03-02 Wilmer Place, Singapore:  
**First Asia Pacific Office**



1 Coleman Street,  
#09-02, The Adelphi, Singapore:  
**Second Asia Pacific Office**

HAPPY **25**TH ANNIVERSARY TALENT PLUS...  
LOOKING FORWARD TO THE NEXT **25**.

STUDY EXCELLENCE

VALIDATE RESULTS

CELEBRATE SUCCESS

CREATE SIGNIFICANCE

THE LEADING TALENT ASSESSMENT PARTNER<sup>SM</sup>  
WITH ORGANIZATIONS COMMITTED TO GROWTH

Talent<sup>+</sup><sup>®</sup>

[WWW.TALENTPLUS.COM](http://WWW.TALENTPLUS.COM)

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CORPORATE OFFICE  
ONE TALENT PLUS WAY  
LINCOLN, NEBRASKA 68506  
1.800.VARSITY (827-7489)

ASIA-PACIFIC OFFICE  
1 COLEMAN STREET  
#09-02, THE ADELPHI  
SINGAPORE 179803  
+65.6338.5435

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