

Talent+.

ANNUAL REPORT | 2014 - 2015

THE SCIENCE OF TALENT®



DEVELOPING LEADERS | CHANGING CULTURES | IMPACTING LIVES

“There is so much more upside to be gained by being regimented and disciplined and inviting science into the process of your people management...There is always that opportunity to change the course of that whole business with the right selection of people.”

+ Ed Eynon
Vice President of
Human Resources
KSL Properties

VISION

To be the Leading Talent Assessment PartnerSM with organizations committed to growth.

MISSION

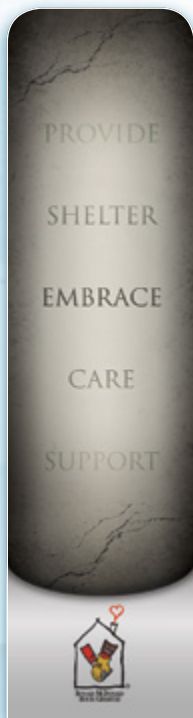
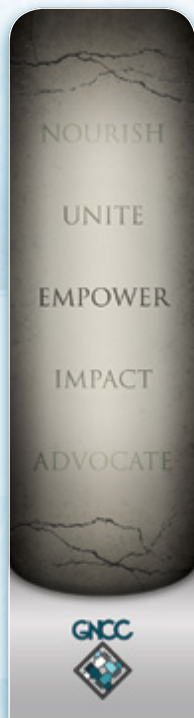
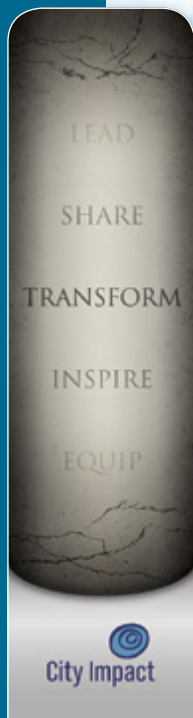
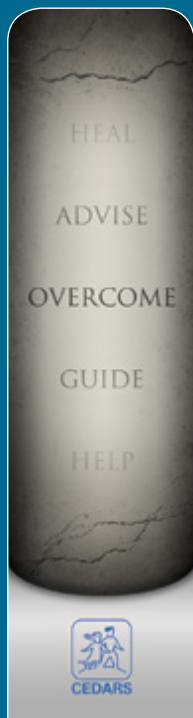
We believe every person has talent. Talent's expression is dependent upon the opportunity to express it. It is the goal of Talent Plus to help its clients and their employees to express this talent to the mutual benefit of the individual and organization.

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
- + City Impact
- + Good Neighbor Community Center
- + Ronald McDonald House Charities



This past year has been one for organizations to lean in and evaluate their company culture and for leaders to think about what they want their legacy to be. Talent Plus has always been the leader of building talent-based cultures that focuses on talent acquisition, development, engagement and retention. We are excited to partner with leading companies that are focused on talent opportunities every day. The amplification of culture is really beginning to recognize what we've known for over 25 years: People drive results and when you focus on your people you gain innovation, productivity, retention, efficiency and profitability. What an exciting time to be in the business of scientifically identifying the very best talent strategies for industries across the globe!

With our award-winning leadership tools and powerful research results, we know we are not only changing lives one person at a time, but we are changing entire business cultures and their view of how significant people are to the growth of any organization. We are proud to have been the recipients of multiple awards this year in leadership, health care and culture. We know the reason we are recognized for our work in the field, is that we use our own science every day as we select, develop, promote and engage our associates to be champions of our culture.

This team has grown significantly in many ways since the three of us sat on our back porch to “Dream Big.” We're excited to become an even stronger player in this culture climate where human resources is no longer an isolated role focused solely on daily tasks, but a strategic and significant part of the leadership planning and growth of an entire company at the executive table.

We look forward to the next 25 years sharing valuable research, and working alongside you to help organizations architect and accelerate their cultural engagement strategies and build innovative practices of maximizing human potential, strength development, data-driven results and corporate culture with every interaction. Thank you for your valued partnership!

With Appreciation,

Kimberly Rath
Co-Chairman & Co-Founder
Talent Plus



“We often talk about the foundation of engagement around here: selection and development. When you first take the time and effort to select the most talented individuals into your organization and then take time to develop them into their full potential you have succeeded in structuring your organization for growth in a world-class manner.”

+ Kimberly Rath
Co-Chairman &
Co-Founder
Talent Plus

“When people visit us, they are struck by the stellar relationships and incredible talent of our people. We know Talent Plus’ culture is unique and special. When you visit us, even online, we hope that you will experience the engagement a positive culture can bring to any organization willing to focus on its people.”

+ Larry Sternberg
President
Talent Plus

Introducing the New Talent Plus Website



After 25 years, we thought it was time for a face-lift. This past year we updated our website to give you a taste of not only what we do, but who we are. Culture and engagement are such a big part of what you get partnering with Talent Plus, that we wanted you to be able to feel it without ever

walking through our doors, although we'd love to have you visit. It is now easier to navigate, more visual with extra moving content and designed by the people who work for you and take care of your client needs every day. You'll see more videos, client testimonials and easier access to the information you want from any device you choose. But don't just take our word for it, explore for yourself. Check out www.talentplus.com today and keep coming back.

PRODUCT ROLL OUTS

“It is critical we offer tools that will continue to enhance our client’s experience and that of their applicants and potential employees. The roll-out of Talent+HireSM will be meaningful to small to medium-sized companies looking for robust sourcing, selection and hiring systems at a price point that is affordable and increases their footprint in their space. The competition for great talent is fierce and this gives those companies a leg up on their competitors.”

+ Kimberly Rath
Co-Chairman &
Co-Founder
Talent Plus

Talent+HireSM

Talent+Hire allows organizations access to unlimited use of Talent Plus’ Talent Online[®] Assessments, conducted on a platform that is tested and proven – matching the strength of The Science of Talent[®]. Clients can be up and running quickly and easily with this built-in ATS and integrate with sourcing solutions such as social job boards. This offers small to medium-sized customers, without an applicant tracking system, the opportunity to source more people more quickly, increasing the applicant pool efficiently with top candidates.



Award-Winning Senior Leader Development Program



Talent Plus offers twelve solutions for senior leaders to help engage and develop their teams. Ranked #2 overall for large-sized leadership partners and providers by HR.com.



**Strength Development Session/
Strength Development Plan**

A Strength Development Session (SDS) begins with a structured interview, in which the interviewee has the opportunity to share his or her thoughts and feelings about a variety of topics and experiences. At the conclusion of the interview, a management consultant immediately provides the interviewee insights into the individual’s top strengths. He or she will also receive the opportunity to create actionable goals in a Strength Development Plan (SDP) to leverage their talents.



The Leadership Toolbox

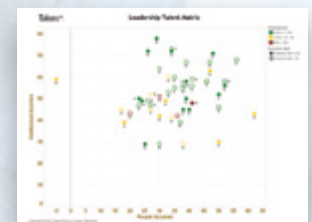
This one day session offered onsite at Talent Plus and offsite with our clients, equips leaders with tools to instantly engage employees and their teams. Leaders will discover best practices for:

- + Development Strategies
- + Career Investment Discussions
- + A Talent-Based Approach to Succession Planning
- + Individual and Team Recognition
- + Appreciative Inquiry
- + Strength Development
- + Career Pathing



Four-Dimensional Succession Planning Grid

Succession-management planning is approached by measuring and assessing the intersection of performance, skills, knowledge and talent/potential. This is an objective, science-based approach to help organizations identify and develop high potentials in order to drive a healthy and sustainable future state. A current incumbent population is assessed for performance and potential producing a four-dimensional (4-D) succession management planning grid that shows a detailed visual representation allowing leaders to make growth and development plans for their future.



HEALTH CARE

“...there is a return on investment and it’s hard dollars whether it’s increased HCAHPS scores, employee engagement, reduction in turnover or any of the other measures...”

+ Peter Callan
Vice President
Human Resources
University of Missouri
Medical Center

The Physician Study

A study published in the Beryl Patient Experience Journal (PXJ) explores the relationship between physician performance and behavioral aptitude. PXJ is an international, multidisciplinary, and multi-method, open-access, peer-reviewed journal engaging research, proven practices and a range of perspectives, inclusive of patients and families, focused on understanding and improving patient experience. Download your copy here:



DOWNLOAD

The Beryl Whitepaper

The Role Selection Plays in Improving the Patient Experience

This whitepaper, published by The Beryl Institute, explores effective strategies for measuring key talents that directly impact patient care. It also examines how health care facilities need to measure what matters most – their people. Download your complimentary copy here:

DOWNLOAD

When prompted, enter promo code “**Selection_2014**”.



HOSPITALITY

“What we are seeing is those hotels that are known for their service, are known for their innovation and ways to use people to their highest peak. Those are the ones that are going to make it through the downtimes by empowering and creating that staff that will make that memorable experience so you’ll come back.”

+ Carter Wilson
Sr. Executive
STR Analytics

A Human Resources Road Map For The Hospitality Industry:

Tapping Science to Identify Talent Potential & Drive Profitability

This whitepaper explores five key points to propel success and profitability in the years ahead and includes interviews with Capella Hotel Group, KSL Resorts, Dorchester Collection, SH Group, Loews Hotels and more. Download your copy here:



DOWNLOAD

The Quest to Be Number One: Four Strategies to Get You There

Learn key strategies in less than five minutes for how to become a bolder, more focused and more guest-centric brand in the hospitality industry, including how to assemble your dream team. Download your copy here:

DOWNLOAD



RETAIL

“The employees are more engaged and then the members become more engaged which affects your bottom line which is revenue. We get so many comments on the service which I believe is a direct relationship to the people that we select and we do that through our tool at Talent Plus.”

+ Betsy Nelio
HR Administrator
Bethesda Country Club

SIGNIFICANCE AWARD

“Your devotion to each unique individual has provided Lincoln with new young talent to help the community continue to grow. You help actualize the power of relationships – by providing individuals with someone who can serve as a mentor and coach, they grow and naturally look for ways to ‘pay it forward.’”

+ Excerpt from Talent Card®
City Impact

Supervisors: Top Talent = Increased Sales

This study shows that supervisors identified by the client as top performers not only have significantly higher talent, but also significantly higher objective sales performance.

The Need to Be Noticed: Why Recognition is So Crucial

According to a recent study, 78% of employees cited recognition as the main motivating factor in their career. Discover ways to recognize people through coaching, relationships and dialogue by downloading this article:



[DOWNLOAD](#)

Better Supervisors = Better Sales

	Grouping	N	Mean
Personal Sales Per Hour	Top Performers	91	\$111.88
	Contrast Performers	37	\$91.03
Percent to Plan	Top Performers	97	95.6%
	Contrast Performers	40	92.0%

This research study shows an increase of **\$20.85 per sales person, per hour**, if led by a top performing supervisor.

Statistically Significant Themes

FOCUS | WORK ETHIC | ORGANIZATION

City Impact

City Impact was the winner of the Talent Plus Significance Award! Selected by a vote of all Talent Plus associates, the award, along with \$25,000, was given as a way to celebrate Talent Plus' 25th year in business and highlights one of the most important values of our company, to be a compelling citizen in every community.



EVENTS/WEBINARS

“In our study of over 60,000 senior leaders, we have developed proprietary technology that allows us to predict who is likely to perform similar to the very best. As clients increase the caliber of their leadership pipeline, they are able to increase the overall performance of their organization.”

+ Libby Farnen
Chief Consulting Officer
Talent Plus

“I am an engagement connoisseur and I enjoyed hearing familiar best practices and innovations on best practices today! Kudos Talent Plus!”

+ Mark Zachmeyer
Senior People Services
Consultant
Nelnet

+ Get Plused : October and April

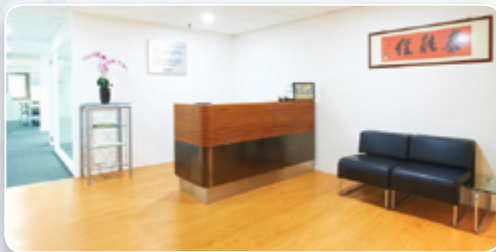


+ Hospitality Client Engagement Roundtable



+ APO Hospitality Client Engagement Roundtable

+ APO New Office Opening



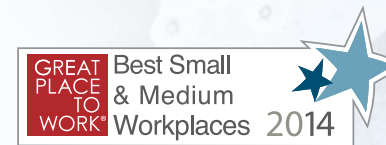
In case you missed them, all webcasts of our 2014-15 webinars can be found here: www.talentplus.com/newsroom

- + **Talent 2020:** Rising to the Top
- + **Talent 2020:** Who’s On Your Team? How Leaders Assemble Their Dream Teams
- + **Talent 2020:** Stop Hiring the Wrong People
- + **Talent 2020:** Next in Line – Don’t Gamble on Your Future Leaders
- + **Talent 2020:** The ROI of Emotional Intelligence
- + What’s in it For Me? The Why Behind Employee Development
- + Reducing Medical Assistant Absenteeism
- + **Hospital“ity”:** When Two Industries Collide
- + Beyond Credentialing in Physician Selection
- + What Makes a Great Front Line Nurse?
- + **True Management Material:** Insight into the Best Nurse Managers
- + **Case Study:** Reducing Medical Assistant Absenteeism

Awards



FORTUNE



FORTUNE



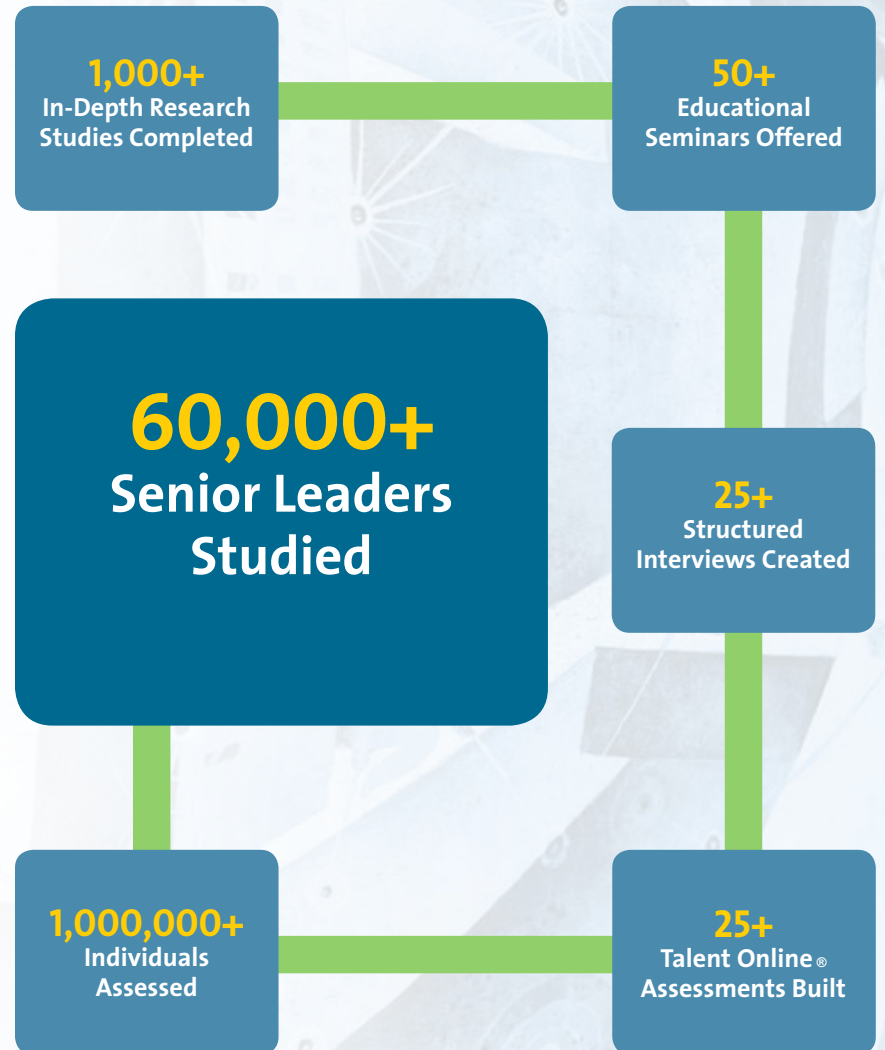
“We have made it our life’s work to study people, so that the foundational elements of our company rest not just on a hunch, not just on a feel-good philosophy, but can be scientifically proven to bring results. It’s what we call The Science of Talent®. Scientifically validated research that not only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

+ Kimberly Rath
Co-Chairman &
Co-Founder
Talent Plus

25 Years...

- + Founded in 1989
- + Over 150 associates
- + Locations worldwide:
 - + Corporate Office in Lincoln, Nebraska, U.S.A.
 - + Asia-Pacific Office in Singapore
 - + Satellite offices around the globe
- + Founder of the structured interview system Quality Selection Process® (QSP®)
- + Available in 30+ languages worldwide
- + Founder of the Collaborative Coaching® and Talent-Based LeadershipSM development model
- + TalentBank® – an online talent management system
- + Global Talent Benchmarks® for health care, retail, hospitality and manufacturing industries
- + 50+ interviews/assessments, all scientifically validated to predict top performers within a particular job

By the Numbers...



STUDY **EXCELLENCE**

VALIDATE RESULTS

CELEBRATE **SUCCESS**

CREATE **SIGNIFICANCE**

THE **LEADING TALENT ASSESSMENT PARTNERSM**
WITH ORGANIZATIONS COMMITTED TO GROWTH

Talent⁺®

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