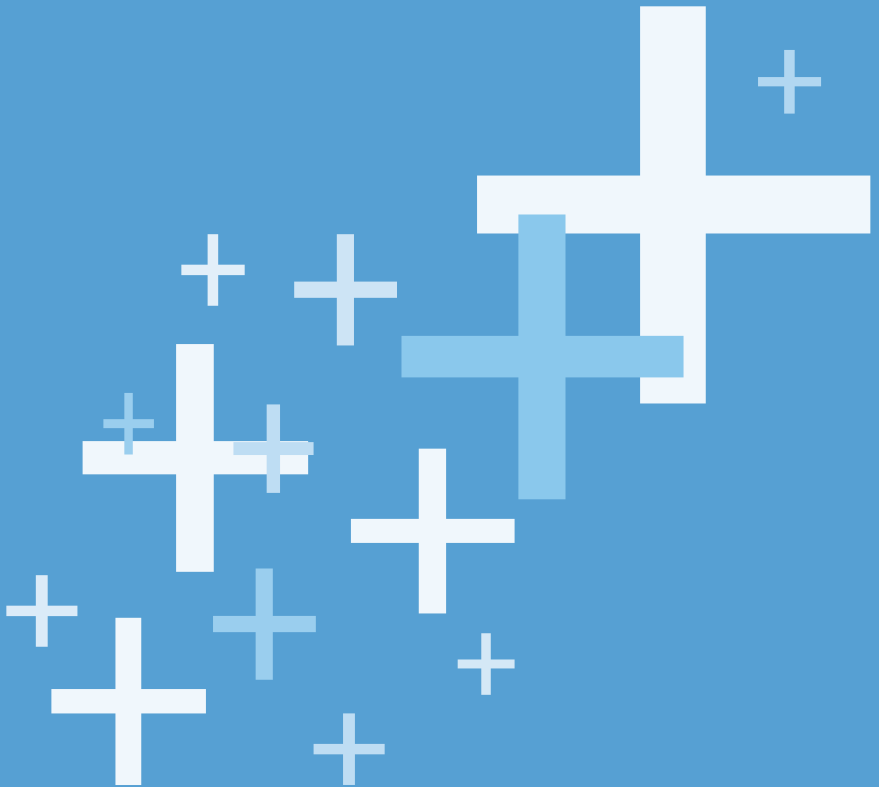


Talent+®

ANNUAL REPORT | 2012 - 2013

THE SCIENCE OF TALENT®



CHANGING LIVES ONE INTERVIEW AT A TIME



“If a company could have a collective seminal moment, ours would be the point at which we realized that the Talent Plus® engagement was to be the beginning of our greatness. The resulting metamorphosis bears witness to that truth. Talent Plus has helped us to discover our innate gifts and strengths, engender new vigor and nurture a collegiality unprecedented in our history. We are forever changed by what Talent Plus has taught us about ourselves.”

— Jeffrey L. Portman Sr.
President & COO
AMC Inc.

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

- + American Cancer Society
- + Cedars
- + Food Bank of Lincoln
- + JDRF



Talent Plus® swarms with the best and brightest statisticians, linguists, and analysts devoted to bringing clients excellent service and true relationship. We know our Research Team is no exception and we've found that our research numbers indicate The Science of Talent® simply outperforms on all levels: Selection, Retention, Succession, Performance and Engagement.

To that end, this year, our Research Team worked collaboratively with client teams across several industries to uncover some amazing discoveries. As we head into our 25th year, we wanted to make sure that you, our most valued clients and prospective clients, are aware of the vital research that takes place within our walls every day.

In this annual report, please find a few of our most insightful research findings from our valued partners this year. Consider how these results might impact your business and ways in which we might be able to assist you in benchmarking results for your organization.

When we are able to partner with Talent Champions like you, the research does not end; instead it gets richer with each passing year. So for that we say thank you to our valued partners. These discoveries are for you and we look forward to many more years of discovering foundational truths about people... this is what truly makes it The Science of Talent.

With Appreciation,

Kimberly Rath
Co-Chairman & Co-Founder
Talent Plus



“If you select the most talented people that fit your needs, and they love what they do, they will produce more consistent value for your company in the long run, even amidst uncertain times.”

— Kimberly Rath

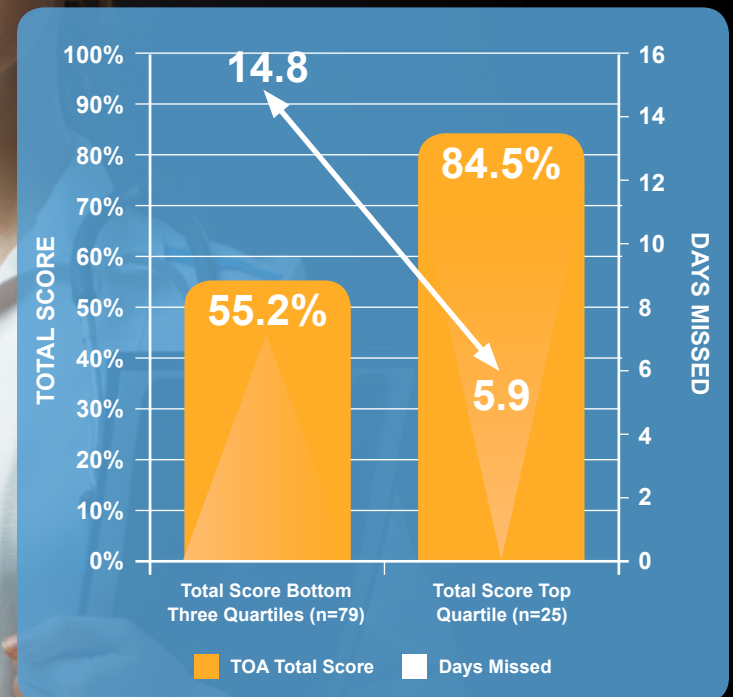
HEALTH CARE

In the health care industry, patient centricity is an evolving model that optimizes a focus on both clinical and non-clinical aspects of the patient experience. By establishing a partnership among practitioners, patients and their families, health care providers are better able to impact patient lives overall, and consequently positively impact their bottom lines.

As patient scores are increasingly important in determining HCAHPS scores and ultimately impacting the bottom line of health care systems, nurses have the greatest touch point. Nurses at a nationally ranked midwestern health care system who consistently display caring behaviors, score significantly better on the Clinical Health Care Professional Talent Online® Assessment (TOA) both overall and on **8** of the **13** themes. Those with the best Caring scores will be your top performing nurses.

Virtual care models are appearing more and more at hospitals across the country. When compared to other Clinical Health Care Professional TOA Talent Benchmarks®, the benchmark created for virtual care workers at a centralized multi-hospital health care system indicated that there are two themes that make virtual care workers unique: Ambiguity Tolerance and Resilience. Segmenting these themes will allow us to more specifically target those with talent for the virtual medical community.

When a health care foundation began a partnership with Talent Plus, one of their goals was to decrease the absenteeism in their call center. Call center employees at this health care foundation who had talent scores in the top **25** percent of call center employees on the Non-Clinical Health Care Professional TOA missed, on average, **9** less days of work per year than those with scores in the bottom **75** percent. When an individual is absent, both the absent employee and replacement employee are paid. Estimating similar results, if this health care client had selected only people with higher scores into their organization, this could have meant a difference of **1,078** days missed per year or a total savings of **\$196,032** per year.



HOSPITALITY

Brand excellence, as well as the top and bottom line, can be positively impacted by selecting the right colleagues who will excel in their respective roles. Additionally, lower turnover increases consistency in service delivery to the guest and provides stability to teams, while also reducing training costs.



The Hospitality Front of House Talent Online[®] Assessment (TOA) was used with Major League Baseball game day staff. A study around this assessment showed significant differentiation between top and contrast game day staff on the Hospitality Front of House TOA, meaning it's the right interview to use for this role.

In partnership with a world renowned culinary school, Talent Plus was able to partner and help select the very best up and coming chefs across the globe. Of 2000 applicants, 660 students were selected using the Culinary Services TOA. Eleven were recipients of the World Gourmet Summit Awards of Excellence.

Top performers at a luxury hotel participating in the Hospitality Heart of House Talent Online[®] Assessment (TOA) build were **35.9** percent less likely to turnover than contrast performers participating in the study.

The Science of Talent[®] returns significant turnover savings to this luxury hotel.

	With Contrast Performers	With Top Performers
Number of Front Line Associates	250	250
Retention	61%	75%
Average Salary of Front Line Associates*	\$1,600 USD per month	\$1,600 USD per month
Cost of Employee Turnover**	\$31,200 USD	\$31,200 USD

Cost Difference (savings to this hotel) = \$1,092,000 USD

Top performers at a luxury hotel participating in the Hospitality Front of House TOA build were **53.7** percent less likely to turnover than contrast performers participating in the study.

The Science of Talent[®] returns significant turnover savings to this luxury hotel.

	With Contrast Performers	With Top Performers
Number of Front Line Associates	250	250
Retention	55.1%	79.2%
Average Salary of Front Line Associates*	\$1,600 USD per month	\$1,600 USD per month
Cost of Employee Turnover**	\$31,200 USD	\$31,200 USD

Cost Difference (savings to this hotel) = \$1,872,000 USD

* Singapore Workforce Development Agency: Labour Market Highlights 2011-2012 <http://www.wda.gov.sg/content/dam/wda/pdf/LabourMarketHighlights2011-12.pdf>

** Hewitt Associates <http://www.thedreamspeaker.com/employee-turnover-cost-150-of-salary-2>

RETAIL

Consistent development of your top performers makes a lasting impact not only for the individual and their engagement with your organization, but also yields performance seen in your bottom line. We tested a new Team MAPPING (Management Action Planning Program to Implement, Navigate and Grow) Solution to help develop teams for better performance.

We began MAPPING with a high end luxury retail store and found astonishing results with regard to the teams participating in the initial study.

The **7** stores that participated in the MAPPING experienced significantly better outcomes than the stores that were not included in the study. We were able to track **6** percent lower turnover with the store that utilized the MAPPING protocol.

Sales associates located in the MAPPING stores also had better outcomes than those whose managers did not participate. Those managers who participated in the initial study sold an additional **\$324,942** in product with fewer associates.

6% ↓
TURNOVER

\$324,942 ↑
SALES

Store Manager Level: Profit Center Manager (PCM) Participated in MAPPING Study or Did Not

	n=	Average PCM Score	% of Sales to Plan	Conversion Rate	Turnover
MAPPING Study Store	7	40	2.260%	10%	29%
Not in MAPPING Study	34	40	0.396%	8%	35%

Sales Associate Level: Participated in MAPPING Study or Did Not

	n=	Average Tenure	Average SPH	Average UPT	Net Sales
MAPPING Study Store	57	5 years 4 months	\$617.98	1.35	\$962,606
Not in MAPPING Study	198	4 years	\$444.41	1.29	\$637,664

AUTOMOTIVE

Through our valued partnership with a luxury automobile brand, we obtained data needed to build four outstanding Talent Online® Assessments (TOAs).

Based on the research we did with our client partner, we created four unique Talent Online Assessments (TOAs) for the positions of Service Advisor, Parts Advisor, Technician and Dealer Staff. These TOAs account for the different talent needs that each position requires.

AUTOMOTIVE

DEALER STAFF

PARTS ADVISOR

SERVICE ADVISOR

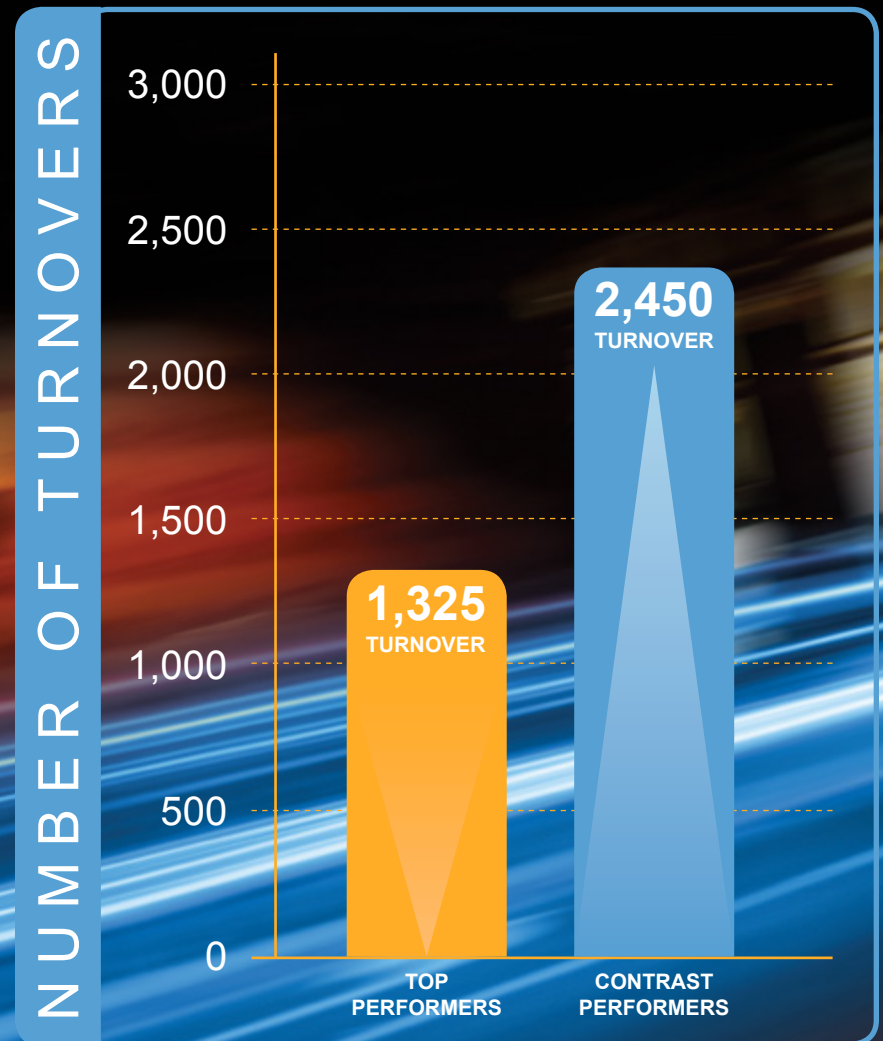
TECHNICIAN

TALENT ONLINE® ASSESSMENTS

Top performers who participated in the Automotive TOA build were **45.9** percent less likely to turnover than contrast performers who also participated in the study.

45.9% ↓
TURNOVER

If there were **40** employees in service positions across the **185** dealerships that participated in the study, there would be **7,400** total employees. If each of these employees were top performers, only **1,325** employees would turnover; if they were contrast performers, **2,450** employees would turnover.



STUDY EXCELLENCE

VALIDATE RESULTS

CELEBRATE SUCCESS

CREATE SIGNIFICANCE

THE LEADING TALENT ASSESSMENT PARTNERSM
WITH ORGANIZATIONS COMMITTED TO GROWTH

Talent⁺[®]

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