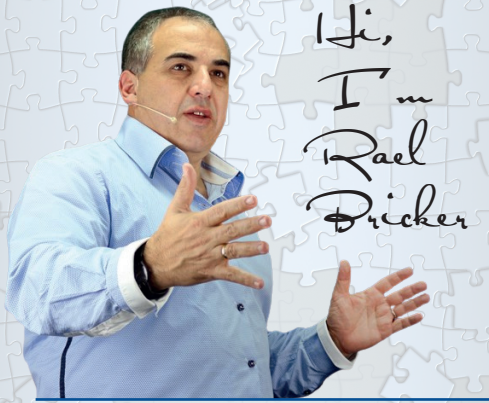




# ASSESSMENTS

*Raelbricker.com / work / assessments*



Hi,  
I'm  
Rael  
Bricker

In 2013, I was given a rude awakening when after a season of triathlons, I decided to run a marathon, part of my plan before I turned 50. Each time I ran, I experienced neck pain and it was discovered that I had two blocked arteries.

I was the lucky one as I managed to dodge a bullet and ended up with two cardiac stents. Today I am probably back to close to my fitness and strength from 2013, but I have much more self awareness of listening to my body.

This experience helped me to find my purpose in life; sharing the experiences of journeying and achieving excellence with business owners and entrepreneurs around the world.

From being 6000ft underground in a mine, to starting an education business (that grew to have 4000 plus students) to spending years working in venture capital, I have seen it all. I have listed companies on multiple international stock exchanges, and my financial services group has settled more than \$3bn in loans over 20 years. I have a diverse work history combined with unique global research interviews with companies in more than 25 countries. Taking this knowledge and experience makes me perfect to work with leaders and managers on growing and achieving excellence, as I have experienced the rollercoaster myself, and know how to navigate the twists, turns and loops.

After 30+ years as a serial entrepreneur; in everything from education to finance, to fitness, I've now made it my mission to share my knowledge and expertise with others. Seeing that light come on, and connections being made in people's heads as to how they can weave my experiences and advice into their businesses reinforces that this is where I need to be.

If you need me to have academic qualifications, I hold two Masters degrees; an MBA and an MSc (Engineering) and am currently a Fellow of the MFAA (Mortgage and Finance Association of Australia), a Certified Speaking Professional (CSP) (Professional Speakers Australia) and a Member of AICD (Australian Institute of Company Directors).

## People are the single most important resource for organizations.

Most leadership challenges revolve around the people.

Every potential team member offers an array of skills, and the increasing complexity of the world requires a more systemized approach to not only assessing the skills, but the fit of that person into the fabric of the organization.

Technical skill aptitude is only one aspect of hiring and team development. Recruiting for cultural fit and assessing behavioral tendencies and personality have become critical tasks in talent acquisition and development.

An incompatible hire can have inevitable consequences such as losses of time, money and damage to the existing culture.

Assessment tools are scientifically based measures of behavior or personality that address many of these challenges and seek to assist organizations in

- Hiring practices
- Retention of team members
- Cultural development and team dynamics
- Increasing communication and sales efficiency

Behavioral assessment tools are psychological instruments that require the participants to present themselves in a variety of workplace situations. They provide a working insight into the team member and their role or potential role.

## DISC or Behavioral Colours

In our report, we measure the intensity of characteristics using various scales that give us the styles of: **Dominance, Influence, Steadiness, and Conscientious.**

DISC is a simple, practical, easy to remember and universally applicable model. It focuses on individual patterns of external, observable behaviors.

### DISC is:

needs-motivated, observable behavior and emotion. It is a combination of nature (inherent) and nurture (learned).

### DISC is NOT:

a measure of intelligence, skills, education or experience, or an indicator of values.

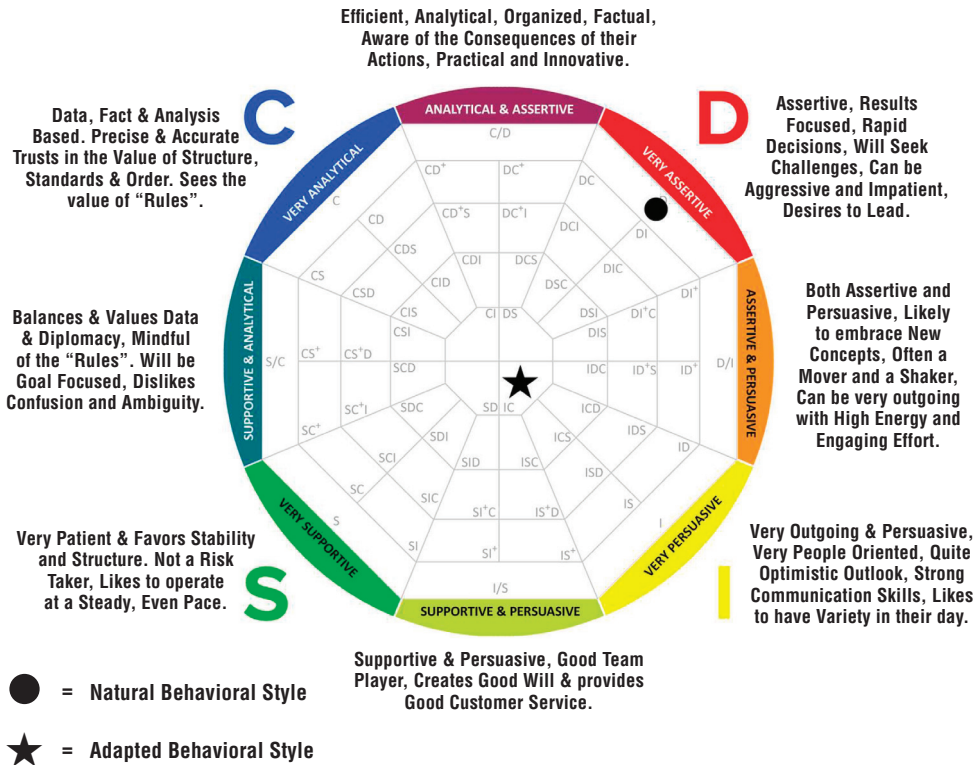
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|                              |   |
|------------------------------|---|
| <b>D = Dominance</b>         | How people address Problems and Challenges.                 |
| <b>I = Influence</b>         | How people handle situations involving People and Contacts. |
| <b>S = Steadiness</b>        | How people demonstrate Pace and Consistency.                |
| <b>C = Conscientiousness</b> | How people react to Procedure and Constraints.              |

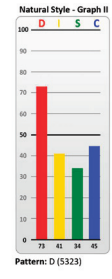
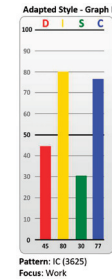
Historically, one of the challenges of DISC and many other model has been that the names and descriptors have not been remembered by people a while after taking the assessment.

Hence we refer to them as behavioral colours which have been shown to stick far more firmly in peoples minds.



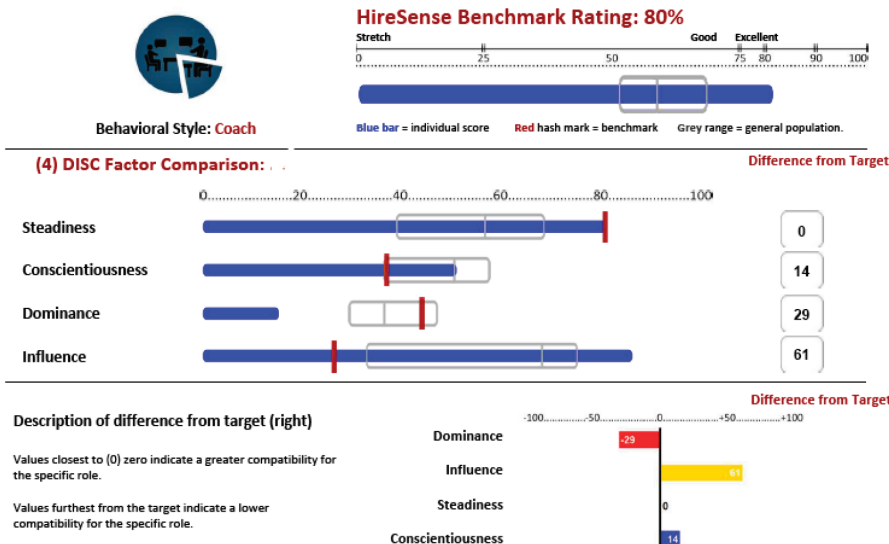
### Two critical thoughts are...

1. There are no good or bad behavior styles. **Each style of behavior has strengths and areas for improvement.**
2. The profile is a **measure of your perception.** Responding to or taking the profile is a quick, easy (and accurate) way of gathering information about your **behavioral strengths and communication preferences.**



## DISC "Fit" Benchmarking

The tools can also be used to assess a candidate's suitability for a new role or potentially changing roles. This compares the assessment with an ideal for that type of job. The "standard" is adjusted by every organization to reflect their particular situation.



## Other Individual Assessment Tools

We offer many variations on DISC and other assessment tools that are used to specifically hone in on areas of team members. These include:

**Motivators** – allowing leaders to understand the ideal motivators for team members

**Sales IQ** – a detailed assessment of sales behaviors

**Hartman Value Profile** – measures a person's capacity to make value judgments about the world and one's self.

**360 Degree Assessment** – empower team to compare their self-assessment with their observer's assessment feedback

# Team Assessment Tools

Combining individual assessments into a team picture allows leaders to see their team members and the individual relationships with each other.

Empower your leaders with a bird's eye view of a single team, department or the entire organisation. Insights and growth opportunities emerge when you are able to see behavioural and motivational correlations among individual team members.

## Performance Gap indicator

### What beliefs drive company behavior ?

Thoughts drive behaviors. Behaviors drive actions. Actions drive results.

Do you really know what thoughts and behaviors are driving the results of your business? Most leaders say yes... until we dig a little deeper!

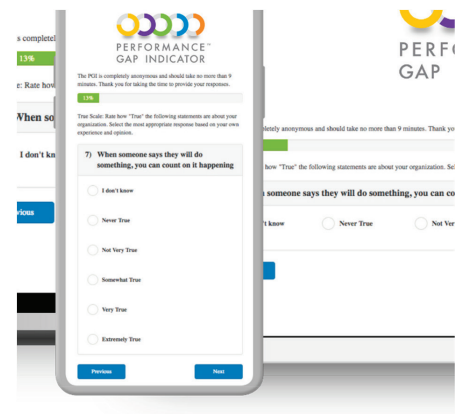
Leaders within top companies are data hungry. They know employee perceptions are the root drivers of company performance.

Typical companies don't ask because they don't want to know! That is a one way trip to disaster.

We helps you understand the thoughts behind employee actions and behaviors. Having this insight enables you to target training interventions with laser precision.






The Performance Gap Indicator (PGI) captures employee perceptions and presents the data in an array of in-depth, easy to understand reports.

More than a standard one-dimensional assessment tool, the Performance Gap Indicator examines culture, operations, leadership, training and customer service to provide unprecedented insight into what's happening within your company.



*Companies must first address the pervasive mindsets within the organization if they want to be successful changing behaviors.*

**The Performance Gap Indicator** measures 5 Core business elements critical to any company's success. By measuring and monitoring these non-financial key indicators, top companies are better able to predict their organization's future.

-  **Company Culture**  
The written and unwritten set of values, beliefs and behaviors which determine how your employees interact with one another, with customers and vendors.
-  **Operations**  
The processes, systems and procedures required to consistently conduct your business at the highest levels of efficiency and effectiveness.
-  **Leadership**  
Individuals who set the direction, clarity, and accountability which inspires and empowers others to reach the vision.
-  **Training**  
The process of providing leaders and teams the tools, time, and guidance to master their responsibilities based upon your company's stated performance standards.
-  **Customer Service**  
The ability to consistently exceed customer expectations which generates increased repeat and referral business by providing exceptional service.

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