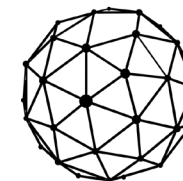


BUILD YOUR DREAM TEAM



Lisa Cheponis

Founder, Principal Consultant



STRAIGHTLINE
CONSULTING
GROUP

“The one thing that hasn't changed is the team that fields the best players wins.”

Jack Welch



Pick The Three Best Candidates.



Each has a stellar resume, and each performed well on task tests and cultural interviewing.



What if you knew one more vital thing about each of them?



Their Cognitive Score:

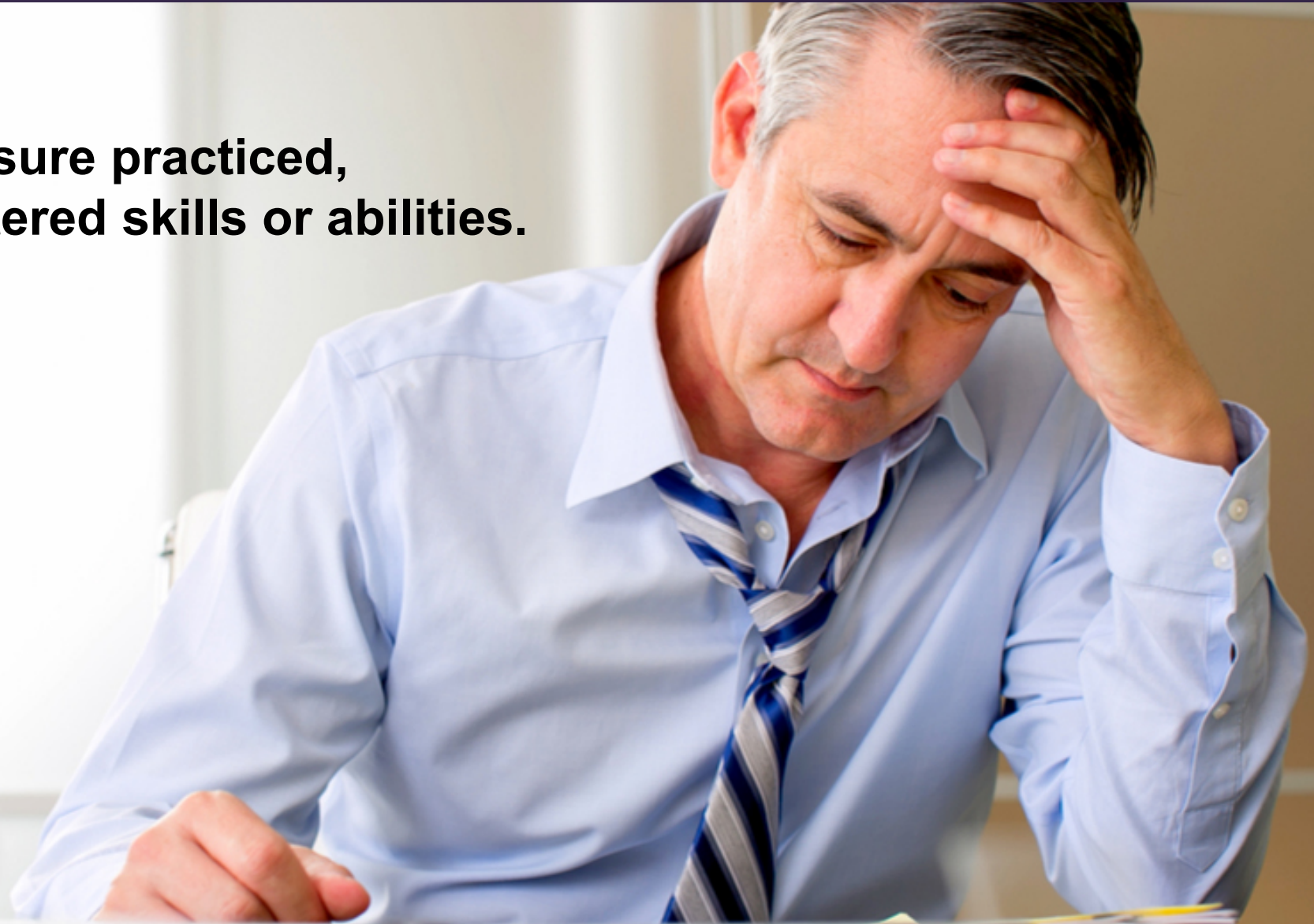
How *fast* each candidate learns and applies new information.

**Cognitive ability is the number
one predictor of job success.**



The Cognitive Score does not measure IQ.

**Nor does it measure practiced,
learned, or mastered skills or abilities.**





Cognitive ability predicts job success in positions that require “quick-on-your-feet” thinking, like Sales, and in environments with constant growth or innovation.

Those with the highest Cognitive Score will help you win.

They innovate better and faster.
They learn new information quicker.
They generate ideas faster.



They will be the superstars.

**They will help their companies
beat out the competition.**



Now Pick The Three Best Candidates.



**Highest
Cognitive
Scores**

You want to identify them – and beat the competition to hiring them.



**What about innate behaviors and job fit?
How does a Behavioral Assessment help me?**



“The single most important thing you need to do is pick the right people and keep them. There is NOTHING more important than this.”

JIM COLLINS



Pick The Right Candidate.



Hayden

Taylor

Each has a great resume, did well on task tests, and interviewed extremely well – and they both have high Cognitive Scores.



Taylor vs. Hayden – Who Fits the Job?

The job is for a Lead Designer who will run a collaborative product development team that innovates new solutions quickly in a fast-paced environment with multiple projects going simultaneously.

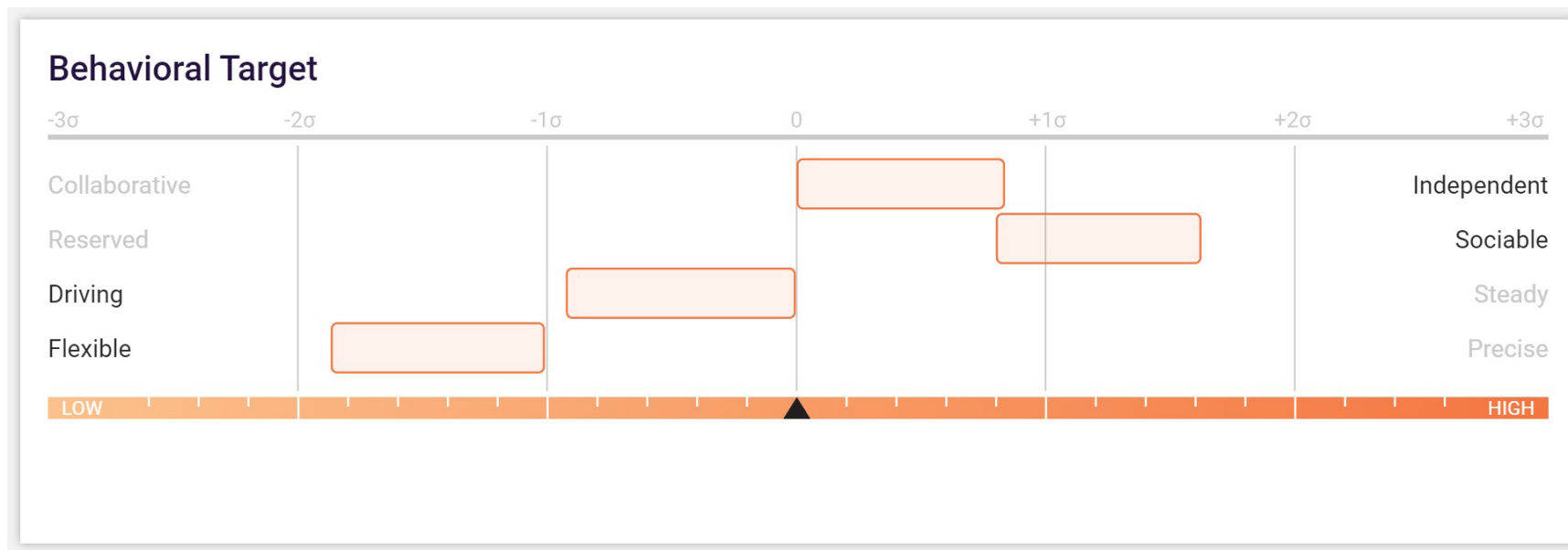
The person who will do best at this job will be an enthusiastic, social team leader who engages with all team members and inspires them to share ideas. They will also be someone who thrives when deadlines are urgent.

They need to be a big-picture thinker who is willing to think outside the box and lead the team in the creation of new solutions without getting mired down in what the old “rules” were.



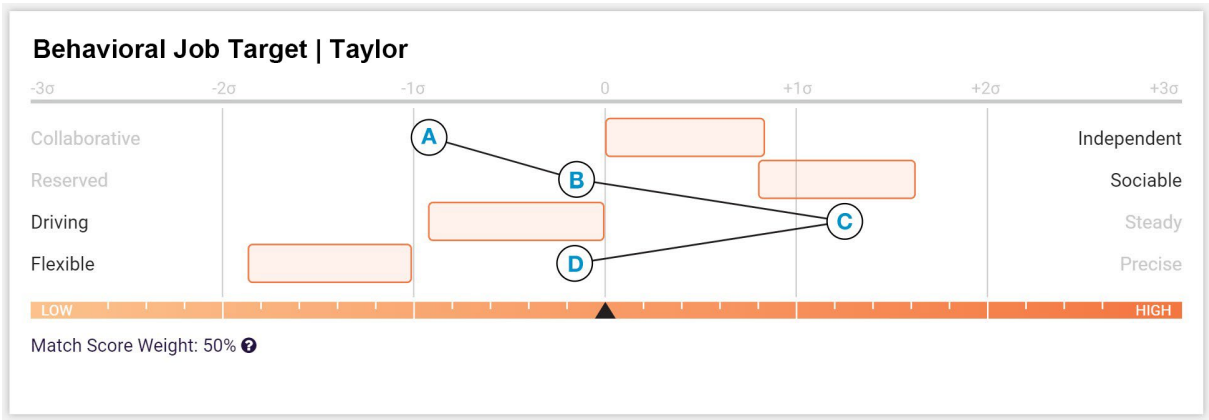
How Do You Identify the Perfect Fit for the Job?

The stakeholders (like the team manager & a key team member) can easily create a Job Target that reflects the behavioral requirements of the job.



Get The Right Person in The Right Seat.

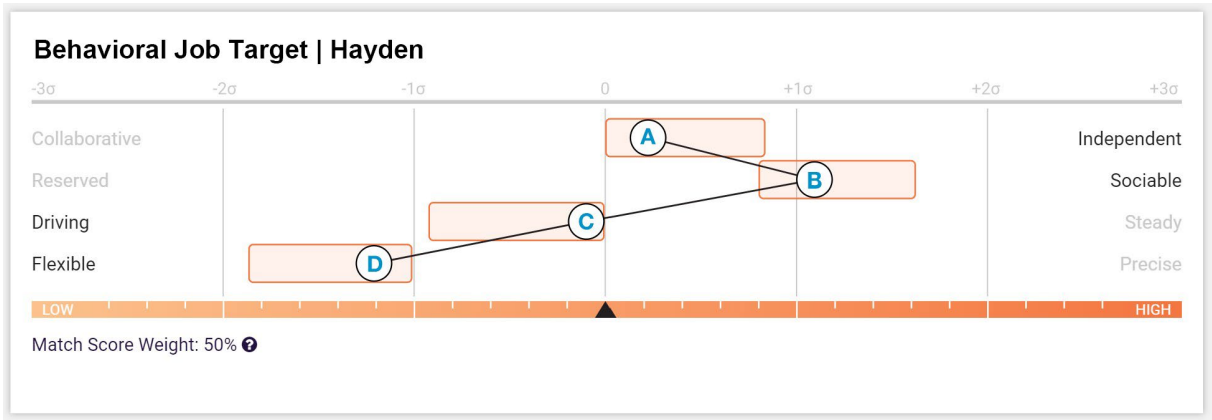
Here's how each “well-qualified” candidate’s innate behaviors match up with the Behavioral Job Target.



Bad Match



Taylor has the resume, skills, and cultural fit you want, but she will never thrive at this job. She is too reserved and needs a steady, less urgent setting. She is more a team member than a leader, and she is not as flexible with rules as the job requires.



Good Match



Like Taylor, Hayden has the resume, skills, and cultural fit you want. Even better, he is naturally wired to excel at this job. He will be a star. This is a perfect example of Getting the Right Person in the Right Seat.



How Do You Decide Where to Spend Your Time?

What if you have 1 job and dozens of applicants?



What if they all have good resumes?



Whom Do You Interview?



Absolutely Interview!

YES!!!

Get her in **FAST!**

Using the Behavioral Job Target, you can decide whom to focus on without spending so much as five minutes trying to prioritize any of the resumes.

Prioritize interviewing and testing the candidates who will naturally thrive in the role.



Instantly Rank Candidates Based on Their Fit for the Job.

| Name | Email | Type | Favorite | Behavioral Assessment Status | Behavioral Match |
|--|---------------------------|-----------|--|------------------------------|------------------|
| <input type="checkbox"/> Mack, Krystal | krmack@gmail.com | Candidate | <input checked="" type="checkbox"/> <input type="checkbox"/> | | 10 |
| <input type="checkbox"/> Mackin, Pete | macmack17@gmail.com | Candidate | <input type="checkbox"/> <input type="checkbox"/> | | 10 |
| <input type="checkbox"/> Derrington, Gregg | gderrington@gmail.com | Candidate | <input checked="" type="checkbox"/> <input type="checkbox"/> | | 10 |
| <input type="checkbox"/> Roman, Jason | jasonbuckeroman@gmail.com | Candidate | <input checked="" type="checkbox"/> <input type="checkbox"/> | | 10 |
| <input type="checkbox"/> Thorton, Nicholas | nickthorton15@yahoo.com | Candidate | <input type="checkbox"/> <input type="checkbox"/> | | 9 |
| <input type="checkbox"/> Lucare, Kelly | klucare1990@gmail.com | Candidate | <input type="checkbox"/> <input type="checkbox"/> | | 9 |
| <input type="checkbox"/> Felix, Robert | robangfelix@gmail.com | Candidate | <input type="checkbox"/> <input type="checkbox"/> | | 9 |
| <input type="checkbox"/> thorton, jim | jgthorton@rulearning.com | Employee | <input checked="" type="checkbox"/> <input type="checkbox"/> | | 9 |
| <input type="checkbox"/> Jones, Jeffrey | jeffjones11@gmail.com | Candidate | <input checked="" type="checkbox"/> <input type="checkbox"/> | | 9 |
| <input type="checkbox"/> Warner, Jason | jwarner123@gmail.com | Candidate | <input checked="" type="checkbox"/> <input type="checkbox"/> | | 9 |
| <input type="checkbox"/> BROADES, Shannon | shannonbroades1@gmail.com | Candidate | <input type="checkbox"/> <input checked="" type="checkbox"/> | | 9 |

We give you the ability to rank candidates based on job fit, helping you focus quickly on the candidates who are best suited for the job.

You will be able to hone in on the right candidates for the role and avoid interviewing (or hiring) someone who just isn't the right fit - that's not good for them or your organization.

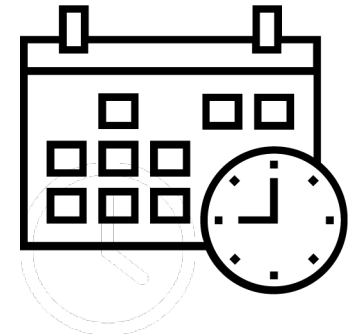


Save Time & Beat the Competition to the Best People.

Set yourself up for success.

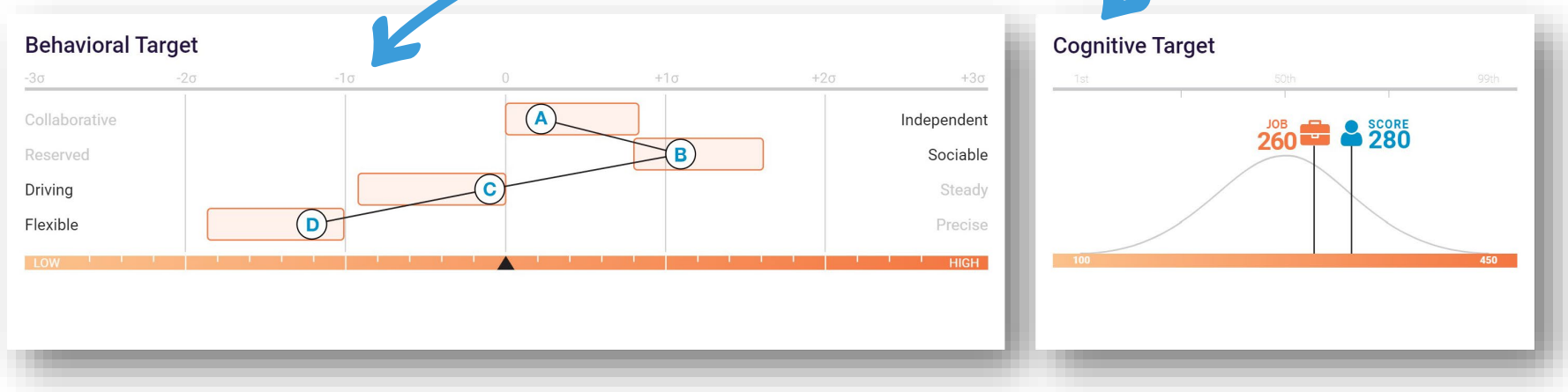
On average it can take up to 45 days to find a new hire. Optimize your screening process and time to hire.

For example, [Motionstrand](#) was able to reduce their candidate screening time by 67%, saving them \$20,000 per employee.



Better Results from Better Tools.

Our platform is unlike other tools. **Results in 5 minutes!** **Results in 12 minutes!**



- Scientifically Validated
- Workplace Specific
- Pre-Hire Legal
- Fast & Easy
- Inexpensive
- Scalable
- ATS Integration
- Management Tools
- Interviewing Tools
- Behavioral Job Ad Writer



Could You Be Any Better or More Profitable?

When a candidate is a great behavioral fit for a role, they will love the job, give you discretionary effort, stay with you, and contribute to a more positive, focused work environment.

Add high Cognitive Score, and they will perform at the highest possible level.

You reduce attrition, increase employee engagement, increase productivity, and build a better culture.

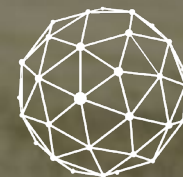


The Ultimate Result.

An even better company, with even greater profits.



We make good companies great



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GROUP

Ready to go from Good to Great?

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