

MERIT Profile™

Character and Behavior Assessment



- *Personal Leadership Intelligence Helps to Empower and Mobilize People Toward Greater Levels of Performance and Productivity!*
- *Improve the Effectiveness of Your Hiring, Employee Development and Succession Planning Processes...*
- *A Person's Character and Behavior **Do** Impact Performance, Productivity and the Bottom-Line!*
- *Assessing and Developing Character Competencies and Behavioral Traits... **Is CRITICAL!***

Performance...Not Just Promise!

PREFACE



The MERIT Profile™ is generated from a skillfully constructed 60-item survey, providing a picture of an individual's present character and behavioral DNA. The MERIT Profile is available in a 6-page Recruitment Report and a 13-page Employee Development Report.

Each MERIT Profile provides both descriptive statements and numerical scores regarding three character categories (Attitudes, Beliefs and Commitments), four behavioral traits and ten character competencies. The MERIT Profile is utilized in an integrated manner to help an organization maximize its human capital initiatives related to:

- ✓ Culture Shaping
- ✓ Selection (Talent Acquisition)
- ✓ Intervention (Employee Development)
- ✓ Retention (Succession Planning)

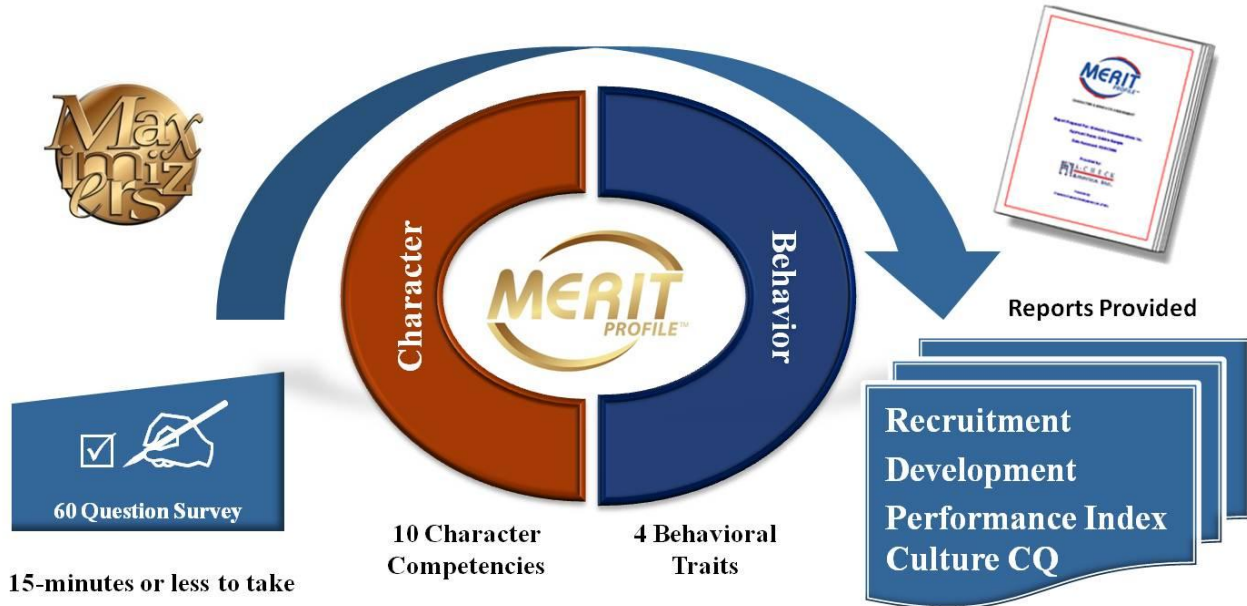
The MERIT Profile produces easy to understand insights that cannot be readily obtained through resumes, interviews and performance reviews. Successful Human Resource Professionals and Managers at all levels can use this tool for enhancing culture shaping initiatives, hiring processes, employee development and crafting succession planning strategies.

The MERIT Profile is not intended for use as a generalized personality assessment. This instrument has been specifically designed to assess specific constructs of character and behavior, for the purpose of aligning people for compatibility and fit to an organization's culture, and for relating such measurement to desired business outcomes within specific organizations and positions.



**Understanding the Character Quotient of a Human Being
Is The Key to Maximizing Performance and Productivity!**

The MERIT Profile measures three primary areas that comprise a person's DNA (Attitudes, Beliefs and Commitments) and ten character competencies found to be important for both organizational and personal success. The ten competencies are identified in a descriptive model referred to as the MAXIMIZERS™ Principles. The Profile also measures four behavioral traits that help organizations understand and relate the attributes of individuals and teams to the needs of the organization.



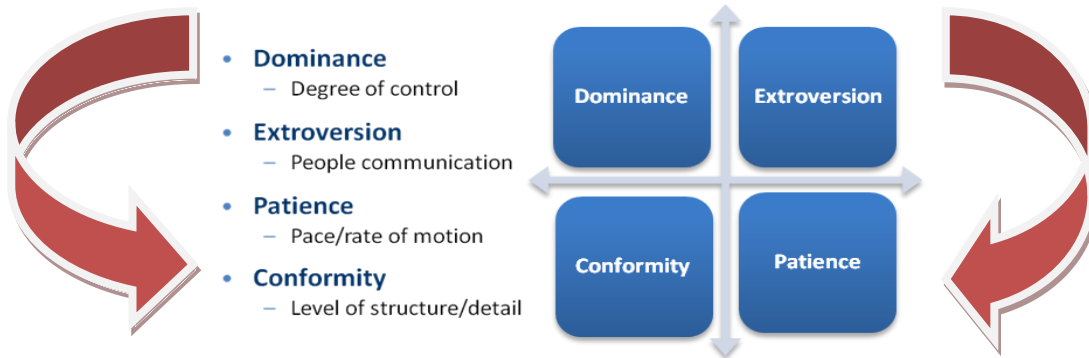
10 Character Competencies (MAXIMIZERS™ Principles)

- ✓ Researched, tested, validated in 50 countries since 1996
- ✓ Multi-cultural application / Common language

✓ 4 Behavior Traits

- ✓ Proven behavioral assessment application
- ✓ 10+ year successful track record
- ✓ 144 Behavioral Profile Constructs

Make Things Happen
Achieve Personal Significance
X Out the Negatives
Internalize Right Principles
March to a Mission
Integrate All of Life
Zero In on Caring for People
Energize Internally
Realign Rigorously
Stay the Course

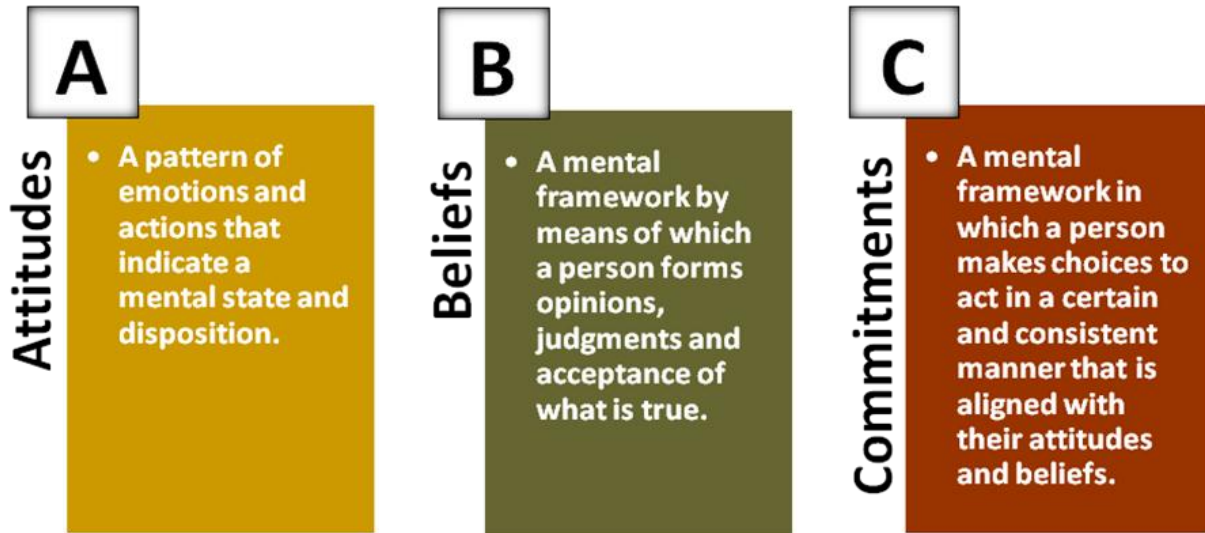


The insights gained by administering a MERIT Profile reveals several vital areas regarding a person's character competencies and behavioral traits that contribute to the overall performance and productivity upon an organization's culture – either positively or negatively!

Character Foundation

Attitudes – Beliefs - Commitments

Understanding the **A**ttitudes, **B**eliefs and **C**ommitments of leaders and employees provides organizations with the intelligence needed to help empower the personal leadership efficiencies of not only each individual, but the intelligence needed to empower a team in a unified manner.



The MERIT Profile character competencies are comprised of 10 universal, values-based principles known as the MAXIMIZERS, which are the foundation to establishing and understanding a person’s overall character profile.

- ✓ The MAXIMIZERS have been researched, tested and delivered in over 50 countries, translated into several languages and have multi-cultural application.

Character - MAXIMIZERS Principles™



MERIT Profile Reports

In the development of the MERIT Profile survey and reports, EEOC Guidelines and the *Uniform Guidelines for Testing*, published by the U.S. Dept. of Labor were followed and taken into consideration to meet all legal requirements ([MERIT Profile White Paper](#)).

Brief Report Descriptions

1. **Recruitment Report (6-page)**. The MERIT Profile recruitment report was designed to assist Hiring Professionals with vital insights during the candidate selection process ([View Example](#)).
 - ❖ Provides a view into a candidate's character competencies and behavioral traits.
 - ❖ Recommends targeted interview questions for each of the character competencies based upon the individual's assessment response, to aid in the candidate evaluation process.
 - » Key Interview Questions
 - » Look for Statements
 - » Development Needs
 - ❖ Predefines a candidate's reporting structure in order to promote consistent interviewing practices among Hiring Managers.
2. **Development Report (13-pages)**. The MERIT Profile development report was designed to assist an individual with life skills in personal and professional development through self-study, or with a manager or professional coach ([View Example](#)).
 - ❖ Provides a view into an employee's overall character competencies and behavioral traits.
 - ❖ Gives personal descriptive statements for each character competency and behavioral trait, which brings insights to the areas of the employee's strengths and developmental needs.
 - ❖ Can be used in conjunction with personal leadership training initiatives and more importantly provides a consistent reporting structure across the organization for employee development / succession planning.

Summary Comments

For optimal outcomes, organizations should learn more about how to leverage and utilize the data collected from the MERIT Profile for specific business applications, such as...

- ✓ Aligning new hires and/or current employee's character and behavioral profiles with the values of the organization's culture by determining "compatibility and fit." ([MERIT Culture CQ™](#))
- ✓ Aligning a new hires character and behavioral profile with the expected business outcomes regarding a specific hiring position, enhancing the predictability of the hiring decision. ([MERIT Performance Index™](#)).
- ✓ Incorporate a performance-based workshop/program for managers/supervisors and your entire employee population. ([Empowering A Performance Based Workforce](#))

If you would like to complete a [Client Inquiry Form](#), a Company Representative would be happy to discuss and explore with you how our proprietary solutions can potentially align with your overall business objectives.



Contact Us

David Town, CHRP
Your Leadership Matters, Inc.
647-225-8696

david.town@yourleadershipmatters.ca
www.yourleadershipmatters.ca

