

Who can benefit from taking TalentProfiler™ ?

Everyone. All of our observations indicate that people improve most by leveraging their greatest areas of talent. The underlying purpose of the TalentProfiler™ report is to help people understand how their unique combination of talents blend together. Learning how they effectively use these talents are their greatest opportunity for improvement and represent their best potential to excel. Suggestions based around each person's dominant talents are included in each report.

There are 3 versions of report- One each for Salespeople, Managers, and General Employees – plus a soon to be released leadership version. The reports are presented with the thought in mind of how it applies to what people are doing everyday.

Taking the TalentProfiler™ assessment is just the first step. SRG offers a variety of follow up sessions, including live presentations, training and development events, and one-on-one phone consultations. These can be geared toward individual development, team building exercises, or company wide initiatives. Our goal is to help your company create an imbedded strengths culture that is internally reinforced.

Why should your organization use it?

SRG's TalentProfiler™ assessment determines each individual's strongest areas of talent and highlights how they can improve and develop. It points managers in the right direction in terms of what each person needs to be at their most productive. This includes the most promising areas to coach around, and the best way for the manager to consistently have a positive impact on performance.

This approach helps companies have a more engaged workforce. Employees become more productive and more fulfilled when they use their greatest talents each and every day.

The best way to appreciate the benefits of SRG's TalentProfiler is to take the assessment for yourself. SRG invites you to fill out and submit the contact SRG form to receive a code and instructions to complete the TalentProfiler assessment and receive a sample version of the TalentProfiler Assessment report.

Customer Attachment

“One of the most important observations that has been made over the last several decades is that the percentage of any organization's customers that are “attached customers” may be the single most relevant fact about its likelihood of achieving sustainable growth.”

Are your customers satisfied? Common sense tells us that if a customer is not satisfied, then they may be more likely to leave and do business elsewhere. However, customers need to be more than just satisfied to stay loyal to a product or a company. A growing body of research shows that customer satisfaction scores are much less important than anyone would have surmised a few decades ago.

Customer satisfaction levels are not predictive of customer behavior, let alone financial outcomes for the company. The difference in customer satisfaction levels between competitors rarely correlates to a difference in financial performance. For decades most companies have been content to measure customer satisfaction, without realizing that simply 'satisfied customers' are just as likely to switch to a different product or company as dissatisfied customers.

If there is no difference to the rate at which both satisfied and dissatisfied customers leave, then customer satisfaction is clearly the wrong thing to measure. So then, what is the right thing to measure?

Attached, not just satisfied

What strongly correlates to growth is the percentage of each company's customers that can be considered an "attached customer." Well beyond mere satisfaction, customer attachment involves a positive emotional connection that the customer feels toward the provider of a product or service.

Attached customers are willing to be your advocate, willing to be a reference, willing to be an endorser of your products and services. These customers have a sustained attachment to your brand, to your company and to your people. Attached customers are your most valuable customers.

Numerous studies and research show that there is a strong correlation between an emotional attachment from your customers and sustainable growth. Consider some characteristics:

Attached Customers ...

Have great confidence in you as a trustworthy company.

Feel a sense of ownership in doing business with your company.

Are likely to recommend you to others.

Attached customers are among a company's most valuable assets. Not only are they willing to be advocates, they typically spend more, and are generally less price conscious. Therefore, measuring this key dynamic becomes critical in evaluating a company's success from year to year.

Measuring up

The importance of measuring customer attachment over customer satisfaction has enormous implications for any person wanting to turn their company into a World Class organization. Customer satisfaction is simply the entry point for achieving a deeper foundation that rests on total customer engagement. In helping companies measure their overall place in the market, SRG shifts focus to the much more meaningful metric of Customer Attachment

Employee Engagement

SRG's Employee Engagement process is a highly sophisticated method for measuring what many people might describe as employee morale. As many managers have noted, when morale goes up so does productivity, and when morale goes down so does productivity. What has been missing has been an accurate picture of what morale really is and how managers can improve it.

In order to be meaningful, morale or employee engagement must correlate to a variety of key business indicators, such as: productivity, profitability, employee retention and customer attachment. Engaged employees are more customer focused, profit conscience, supportive of co-workers, and loyal to their organization. They have an emotional bond to their company and when given a choice, they will conduct themselves in a way that furthers the organization's needs. Studies show that disengaged employees erode the attachment customers feel for your organization. In contrast, rising Employee Engagement scores often indicate improvement in customer attachment as well as other key business outcomes.

SRG's research shows that employee engagement is largely affected at the local manager level, rather than the company level. We offer feasible action-based recommendations that highlight immediate opportunities to improve engagement among your employees.

Understanding Engagement

The Employee Engagement survey consists of eighteen (18) proprietary statements and up to six (6) optional questions provided by the client, if desired. Each statement was selected because of a correlation to outcomes. Engagement statements are centered around the four main areas depicted below.

SRG creates a dedicated web site for survey participants to take the Employee Engagement survey. The survey is conducted with complete anonymity for the participants, consequently, ensuring candid responses. SRG provides information to prepare the participants for the engagement survey. Then we email a specialized code and instructions to each participant, as well as follow up reminders if necessary. Generally the answer collection occurs over a two-week period

What you get from SRG Employee Engagement

Engagement scores provide a snapshot of what's going on in particular managers group at that particular moment in time. After we process and analyze the engagement data, written result reports are organized by individual work groups and provided to the appropriate manager. SRG can conduct an executive presentation summarizing SRG's findings and recommendations, which include comparisons to previous Employee Engagement questionnaires.

SRG is committed to translating what we have learned about your organization into tangible improvements in Productivity, Profitability, Employee Retention and Customer Attachment. Employee Engagement scores can be quite different from workgroup to workgroup. They provide individual managers with the information they need to create the best plan to improve engagement within their group, instead of vague, company wide initiatives. The reports gives a manager valuable insight on where the best opportunities for adjustments and improvements lie.

Performance Management

“The organization that can isolate effective people management practices, processes, and procedures and implement them efficiently will have a significant competitive advantage over those that cannot.”

Performance Management – Changing Behavior That Drives Organizational Effectiveness,
by Aubrey C. Daniels & James E. Daniels

Much effort has been put into studying the world's best managers. And with good reason. The biggest opportunity to improve overall performance in any organization lies with the capabilities of individual managers. Managers make a difference!

Years of working with clients has taught us that this biggest single opportunity comes from managers and employees developing a clear understanding of short term goals, resources and priorities. Yet in most organizations this does not happen on a consistent basis. SRG offers a comprehensive suite of solutions including both training and software to help managers develop and implement a more productive and engaged workgroup.

How does it work?

Most managers want to bring out the best in their people but they simply have never been taught how. Performance Management is a system for creating a work environment that facilitates discussions between managers and their employees about short-term goals, resources and priorities. The purpose of the Performance Management program is to achieve an organization's competitive advantage through improved individual performance. It integrates individual efforts with established corporate, division and team goals through enhanced communication between employees, work teams and managers.

The frequency and quality of those discussions are singularly the best way to increase employee engagement and productivity. Performance Management brings out the best in people while generating the highest value for the organization.

Performance Management takes what we have learned from the best managers and puts it into a focused and digestible format that helps managers develop the right managerial habits. The program creates ongoing opportunities for managers to coach and support their direct reports as well as a record of accomplishments that can be recognized by the organization. Managers learn to provide clear directions to employees, how to facilitate ownership and responsibility for work assignments, and how to focus on individual, team and corporate goals in order to maximize results.

More than just a Managing Style

It is very important for us to point out that SRG's Performance Management is much more than some type of managing style or method. Nor is it a one-sided process.

The core principle behind Performance Management is getting employees to step up to the plate by identifying and taking ownership of their own goals. The manager's role is to become more of a coach and a resource that enables their direct reports to achieve what they set out to do.

Employees learn to self-manage. Our experience has been that people are more likely to accomplish their goals if they take part in both setting goals and committing their goals to another person, in this case, their manager. SRG's Performance Management software makes it easy and convenient to engage in this process.

We have seen continuous improvement among workgroups using this program. Here are some of the benefits realized by employees using Performance Management:

- Helps employees be proactive and self-directive in accomplishing their day-to-day roles.
- Improves both short-term and long-term results

SRG Predictive Hiring

What would your company look like if everyone who worked there performed like your top 20%? Would productivity go up? Or profits? Of course they would. And the simple and sure way to get there is this: Each time you go through the hiring process, hire someone who has the same talents and capabilities as your best performers. In every role, some people perform exceptionally well, some are average, and some are poor performers.

Why do companies hire average and poor performers? It is because they are unable to distinguish them from the best performers during the hiring process. The contribution from exceptional performance yields benefits that are far above daily production. We discovered that excellent performers do so much more for a company than what is seen by simply tabulating their results. Of course they produced more. However, they were almost solely responsible for developing the most profitable customer – a customer advocate. Customer advocates are key in laying the foundation for future growth and have a strong emotional tie with your company.

While customer advocacy has an obvious connection to some employees, it also relates to a wide variety of positions within the company. This is true for those employees who “touch” the customer, as well as for all of the operational and management roles within an organization. There is no such thing as a neutral customer contact. Every time a customer comes into contact with someone from your company, it either strengthens or weakens the customer experience. The real question is: Are you hiring people into your company who have the capability of creating more customer advocates for you? Unfortunately, for too many companies, the answer is 'no.'

Traditional hiring processes routinely fail to single out the best potential candidates. This is in part because too much consideration is given to seemingly important things such as experience or educational background, or even mundane things such as a clean desk or if they keep their elbows off the table while they eat at a restaurant. As it turns out, these factors are not especially predictive of superior performance. When you look at the best performers in any given role, they often are not the most experienced or the ones with the best educational background, or even the ones with the best “chemistry.”

Rather than focus on the aforementioned qualities, a good selection process identifies candidates who have a high likelihood of being able to excel in a role by comparing them to your current best performers. This process not only results in better candidate selection but also saves recruiting expenses.