



HUB International TriMetrix Learning Bite – Video 1

[00:00:02] Hi there, welcome to Hiring with TriMetrix. This is Video 1 of 3. We're talking about TriMetrix and we're doing it in learning bites, which are short vignettes to help guide you through how to use TriMetrix. And this is specifically created for HUB International. And who will benefit from this session today? Anyone who's new to TriMetrix, or anyone who would like a refresher. Here's what we're going to cover; we're going to talk about what TriMetrix measures, so you have context of what you're looking at and what it relates to in regard to the candidate and regard to the job. We're going to talk about why to use TriMetrix. And we're going to talk about, and you're going to learn more about job fit. We're going to talk about and show you how to read a TriMetrix candidate report. What is in there and how do you know whether someone has scored high or low? We're also focused on reducing risk. There's always a risk when we're hiring. And so what we are focused on when we are in the hiring situation with TriMetrix, is making sure that people are a fit. We want to give you the competitive advantage. It's not always easy to make good decisions regarding people and to understand where they're going to be really good or where they might struggle. And so we want to do more than just have the interview and the resume. We want to know more about the person, and then we want to know how that person matches the job.

[00:01:25] And one of the tools that helps us get the competitive advantage is TriMetrix. What we want to avoid is this, when we have 2 very good people having a hard time doing the job of driving. And so we'll talk so much about fit, focusing on fit. And fit is when someone's skills, talents, interests, background and experience, culture, when it all fits together, they are a better fit and more effective in the role, and more successful, because and what TriMetrix does is helps you unmask the strengths, the talents, the competencies, what they're passionate about, and so that you can focus on fit, you can know more about the person you're interviewing.

[00:02:07] When we don't have fit, it's the silent killer of productivity and profitability. When people don't want to do what needs to be done or they're challenged, it is not, when their top strengths or talents aren't rewarded in the job, then they can struggle. But when they fit, you've got this, you've got somebody who's excelling in the role. One HUB leader provided some feedback last year, and this is a top user of TriMetrix, and you can see the comments here saying it's amazingly effective, they use it quite often to dig deeper in the 2nd interview, we provide interview questions for you and help you figure out where to dig deeper. And you'll see that throughout the videos that we're going to share with these learning bites series. And then I love this last statement, "We can help people figure out where they might be a better fit."

[00:02:53] And so TriMetrix is not just an assessment, it's an opportunity. It's an opportunity to understand who's in front of you and how you can help them personally and professionally. We want them to fit in the role. And if not, and if they're a really strong candidate, maybe you have some insight from the assessment that would allow you to help guide them into another position within HUB where they could thrive.

[00:03:18] So what is TriMetrix? It's a tri-modal tool. Tri-modal meaning there are 3 sciences, 3 views, and here they are, communication and interaction. This is how, what you will see, how they interact, their top behaviors. The 2nd thing that's measured is motivation and interest in the work. And this is drive. It's not visible in the interview, but it is what drives behavior. We are driven from within. So it's not visible, but it's very important to know. So you'll be able to figure that out with TriMetrix. And lastly, we measure personal skills and Acumen. There are 23 personal skills that are measured. This is also not visible in the interview, but it is something that you end up realizing once they're on the job. And there are things like self-management and teamwork and leadership and personal accountability, they're 23 different skills. So that's what TriMetrix measures.

[00:04:15] We use a car analogy to help you differentiate what's being measured and how it applies to the person and how it applies to the job. So I want to share that with you, how we drive is the communication and interaction, it is measured by the DISC science. So each one of these are separate sciences. And so how we drive, the DISC, let's you know how someone communicates and likes to interact 5 days a week. Gas in tank, these are my personal interests, attitudes and values, and it gives us insight into the individual, "This is what I like to do." You can't turn a car that is not moving. And as I mentioned earlier, we are driven from within, so does what moves this person from within match what the job needs, and if it does, you're getting closer to fit. And the 3rd item we call horsepower, it's measured with a science called Axiology. It is not visible from the side of the road, when somebody's driving, you can watch somebody drive by and see their behaviors, with horsepower and the science of Axiology, you have to get under the hood in advance and you don't, like I mentioned, you don't see it until they've been on the job for a period of time. And there are 23 skills that can give you some insight of where their strengths are, where they might have opportunities for growth. And then we get to see whether they fit what the job needs.

[00:05:34] So it's a tri-modal tool, car analogy, how we drive, gas in tank, horsepower, and the Department of Labor says, "Yes, use 3 views of an individual, you'll have a more comprehensive picture, but also apply assessment results for less than 30% of any decision." So we want to remind you of that and we try to remind you of that on a regular basis. It's a keen



30% that you cannot get from just a resume and an interview and some reference checks, but it is still just 30%.

[00:06:05] So what makes TriMetrix unique? You're probably familiar with other assessments, so I'm going to touch on this real quick. If you looked on the left hand side of this graph, you see what we just talked about, the 3, how we drive, gas in tank, under the hood, there's also the ability to measure sales knowledge and then the ability to measure fit. You look across the top, you'll see different names of different assessments that you might be familiar with. And what we see with TriMetrix is it just goes deeper. It measures more views of an individual. And then it also, and we're going to share that process with you in Videos 2 and 3, allows you to measure fit, you can look at what the job requires and see whether, how closely the candidate matches or figure out where you want to follow up or where they might be a better fit somewhere else.

[00:06:50] We are highly researched, we are validated and reliable, we're EEOC compliant and OFCCP compliant, and there's information on this website if you are interested or want to know more. The big thing is, is that we've been in business for over 3 decades and we have millions of individuals in our data pool. So we have a nondiscriminatory data pool of people that we can norm people assessment results against, and it just makes for a more reliable assessment. We also are in, have 48 different languages, in 65 different countries.

[00:07:27] There is a takeaway document for you. It's the TriMetrix Hiring Reference document. And so I'm going to share a little bit about what's in that. It is close by to this video, as well as there should be audio that you can listen to if you don't have time to watch the video. And we also have a transcript for follow up. But this document is your takeaway to carry with you. Someone, a HUB leader, looked at it and said, "Hey, this is helpful." It has links to resources, huge timesaver.

[00:07:54] So everything you're learning in this video and in the next 2 videos are recapped in this simple document. And you will, if you are not hiring today and 2 months down the road, you're going to be using TriMetrix, pull out this document and use it to guide you. You won't have to relearn again. It will come back to you.

[00:08:16] So this is the 1st area that we cover in that document. So I just want to review it with you real quickly. There's a little bit of research that we talk about. We talk a little bit about doing a sales job on you to make sure you see how important job fit is, that when people get to do what they do best every day, they're 6 times more likely to be engaged and committed. That is very, very important. And so we highlight that. And I just want to restate that today as we're



talking so much about job fit and why it matters. Also, the 2nd bullet, pointing this out to you, use this material on yourself. The best people who use the assessments in regard to knowing how to interpret it or most comfortable with it have applied the processes to themselves. So encourage you to do that.

[00:08:59] Another part of the document, we have a sample email. This is a best practice, so I want you to know that there's a sample email that you can use when you're sending to candidates. Your region may have a set email that they use, but if not, here are some possibilities. One of the things we encourage is to, while our assessments are all mobile ready, it's easier for a candidate to complete the TriMetrix on their computer or a larger mobile device. They have to drag and drop some items on one part of the assessment; it's hard to do that on your phone, so they just may have better results and just have greater ease.

[00:09:35] Lastly, want to make sure you knew about the, if they have, they do not speak English, or English is not their native language, then we have an opportunity for them to take the assessment in their native language.

[00:09:49] So let's look at an assessment. You sent out an invitation for a candidate to complete an assessment and now you have it back. Her name is Sandy Sample. And the 1st thing you're going to see when you open it are these graphs. Do not be afraid if you are brand new, you do not need to know these graphs to interpret. You can go to Video 3 if you want to learn more about those graphs, but I just want to tell you what's being measured in each one of these. The 1st graph is the DISC assessment. Remember, that is how we drive, what we see from a distance, it's behaviors, it's communication, it's what we naturally, how we naturally communicate. Gas in tank, this is not visible; it's what I'm most interested in. And then the 3rd graph is measuring horsepower and the science of Axiology. Again, let me reiterate, you do not have to know these graphs in order to be successful. You watch this video, watch the next video, you're going to be set, you'll know what to do with a candidate report.

[00:10:44] So the next thing in the assessment is behavioral feedback. It's a paragraph, it's telling you a little bit about what the person's natural preferred communication style is. Remember, this is just how we drive. It is giving you good insight, but is not everything about Sandy Sample; it's just one view. But we want to make sure that this view, and what's being said rules and procedures are provide security for her job performance, is that description matching what's going to be important for the job.

[00:11:14] The next thing you're going to see, and it's for all 3 sciences is a behavioral hierarchy and they're scoring how the person scored from highest to lowest. How do you read it? Here's the number of how the person scored, you see the red bar, that's 68% of the population. And then so on this one, Consistent, we had 68% of the population from our huge database score from 41 to, what did we say 78, and the mean is 62. So all that does is give you another data point on how this person scored in this area, how strong the tendency is, or how not strong the tendency is. And at the end of the day, it's all good because this is about this person as a human and it's what their talents and strengths are. What we're trying to do is not make them different or wrong, we're trying to see how they match what the job needs. And we're going to show you that, as I mentioned in Video 2, on how to do that. But this is how you read that part of the assessment. And that was how we drive.

[00:12:14] Also how we drive is this wheel. It's the DISC wheel, you see the D-I-S-C. Each of those letters represents some communication style tendencies. And the way you can use this right now is, just see how this person's communication style tendencies, they're more of a Coordinator Analyzer. So you think about how their style is and how they like to operate 5 days a week. This is a wheel we also use for team building. You can plot a team on the wheel and help people understand how to interact and communicate effectively when we have different strengths.

[00:12:48] We're now at another hierarchy and it's the gas in tank hierarchy, personal interests, attitudes and values, "This is what drives me. I'm driven from within." Sandy Sample, her number 1 and 2, 1 and 2 tells us, "I am interested in this. I put this as the highest things that I care most about. And that means if I get to do this 5 days a week, I am going to thrive. I'm going to be happier. I'm going to be more committed. I'm going to be more engaged. I'm going to have a high quality life." And so what you see, the 1 and 2 tell you that. Theoretical, so this person loves knowledge and education, and they love to be of service. So we want to make sure that this role is going to allow them to do this 5 days a week. This, what we also want to notice is, if you see this, the Social/Altruistic, its score number is 73, is her score, but then look how much stronger it is above the population. So the population is between, what, 24 and 62 say, this person scores 73. So very, this is very important being of service, this person is going to do this without ever realizing they do it, they are a mini Mother Teresa, in regards to being of service for the good of people. And so we want to make sure that we capitalize on that, as their leader or as their teammate. And we also want to make sure that that matches the role.

[00:14:12] We also look at number 6, this is, "I am least interested in this." And you'll see here where Sandy Sample scored much lower than the rest of the population. So it's not wrong. It's

this is, what this person is interested in and not interested in, not interested in this. So if the job turns out to need someone who's going to lead and be out front and have to be the face of the organization, and work independently, she scored this as the lowest interest, so we want to make sure, this is empty tank for her, doesn't mean she can't do it, it just means she doesn't want to do it. We've all known people who can do things and haven't wanted to do them, well, the personal interest, attitudes and values tells us about that, what that is.

[00:15:01] So now we're on the 3rd science, horsepower, Axiology. It's ranked from highest to lowest. And these are personal skills. So these, and you can see the different, this person's top personal skills, empathetic outlook, flexibility, you can see the top ones, they're just above the mean. So there's strong tendencies, but not as strong as if they were way, far above the mean. But that just tells us, this is where this person scored the strongest. And what we look at, we can always look at all of the scores, but with their 23 personal skill scores, this is just 7, and so we look at, "Is this person going to be able to do these things on the job?" And you will have pre-selected what's important to the job, so you'll know what the top 7 are for the job. But this is, we want to do things that we're good at, and if this is our greatest strength, this is what we're going to trend toward, does the job reward that and need that?

[00:15:57] Here are the lowest scoring skills and we'll see here, the lowest scoring, and are they important to success in the job? And if we look at accountability, look at this for the accountability, this person is not strong in this area. So this means they're very, strongly not strong in it, in that the population is that, far below the population mean. So no judgment, all okay, we just want to make sure that accountability for others is not a key aspect of their position that you're considering them for. They've got other strengths, that's not it. Resiliency is another, is it high stress position, number 22, are they going to be able to recover?

[00:16:37] So you want to pay attention to that and pay attention to anything that's far below the mean or far below the population and make sure that that's not needed on the job. And if it is, we have to do a couple of things. One, we'll follow up with interview questions to just kind of see related to that aspect and we'll give you the interview questions. And then we also, if they are someone we're going to hire for a position and that is important, we're going to provide some development tools for them.

[00:17:06] So that is what TriMetrix measures, and it's how we drive, gas in tank, horsepower. It's also how we read the assessment. And we want to always keep in mind that we use it for less than 30% of any decisions that you make. And we're ready for our next learning bite. Hope you'll go watch it. We're going to, I'm going to show you how to focus on fit. There's 2



worksheets, one Superior Performance Attributes Checklist, and then there's a Superior Performance Attributes Worksheet. So it helps you now focus on the job and then focus on matching the candidate to the job. And so it makes it easy for you, it's easy to complete. You have to just try it and work through it. Let's watch the next video. Video number 2 is for beginners to experts.

[00:17:58] If you have questions or suggestions, reach out to me. And don't forget that we have a audio version of this, a transcript and that also, that important document, hiring resource document for you to keep as a summary and a reminder of all of this. Thank you.