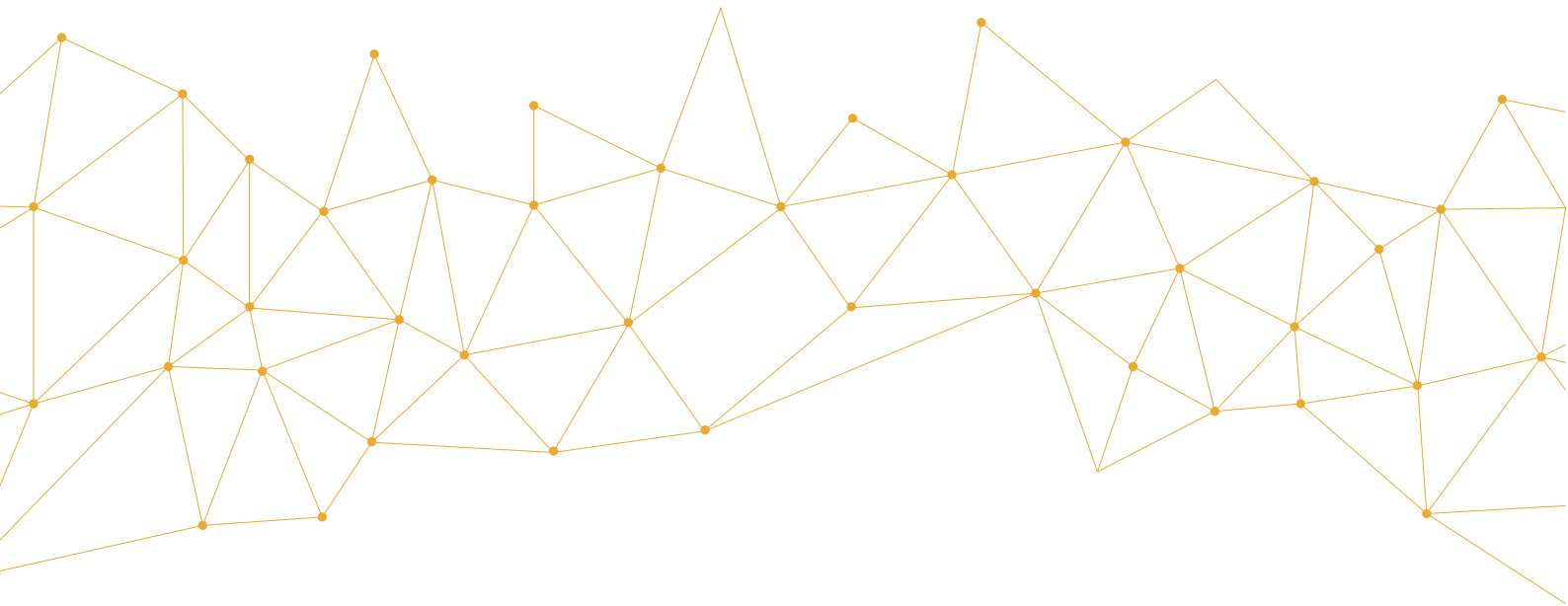


# .TARGETED<sup>®</sup> PREDICTION

## Project Report

|                            |                         |
|----------------------------|-------------------------|
| Project name:              | Target Prediction Sales |
| Project type:              | Targeted Prediction     |
| Targeted Prediction Index: | Sales Index             |
| Assessments:               | MAP, Adaptive Matrigma  |
| Report date:               | 2020-06-24              |



 **SCEND**  
by ASSESSIO

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## **Targeted Prediction —Project Report**

This report contains information about your Targeted Prediction project.

In the report, you find information about the project itself, the assessment process, and your personal notes. This is followed by a short introduction to Targeted Prediction© in general and to the specific target chosen for the current project specifically. Further, the report contains a compilation of demographic information at the group level for all candidates included in the current project. The report is concluded by presentation of individual results for all candidates, or the number of candidates you have selected for this report, along with guidelines for interpretation.

The aim of the report is to provide an overview of your Targeted Prediction© project with the purpose of simplifying decision-making in personnel selection processes. The project report is intended for the project administrator but may be suitable for all stakeholders involved in the personnel selection decision process.

## Project information

|                            |                         |
|----------------------------|-------------------------|
| Project name:              | Target Prediction Sales |
| Project type:              | Targeted Prediction     |
| Targeted Prediction Index: | Sales Index             |
| Administrator(s):          | Alexander Andersson     |
| Project creation date:     | 2020-06-24              |
| Project end date:          | -                       |
| Report date:               | 2020-06-24              |

## Assessment process



Unified assessment process: Yes

Skip candidate demographics: Yes

Automatic candidate feedback: Yes

## Project description

No description exists for this project.

## Targeted Prediction

Targeted Prediction© is a process for combining assessment data, represented by measures of general mental ability (GMA) and the five factor model of personality, in a standardized and scientifically based manner for the purpose of predicting performance in different roles.

The profile for the role, called a target, is manifested in an algorithm. The algorithm uses assessment scores as input and combine them in a standardized and optimal process. Altogether, a Targeted Prediction© score, regardless of applied target, will provide an evidencebased and empirically anchored prediction of probable level of performance. Targeted Prediction© optimizes the use of the assessment information for prediction, applies a compensatory approach, and maximizes fairness and equal treatment between candidates. This implies that the outcome of a Targeted Prediction© process represents the most valid prediction possible given these assessment scores, and that any other strategy for combining them to predict performance only may lower the accurateness of the prediction.

## Sales Index

The Targeted Prediction© Sales Index predicts to what extent a candidate is likely to perform in a sales oriented role, in particular, that the candidate will:

- have the ability to "win" at all stages of the customer's buying process
- earn the business on the right terms and in the right time frame
- achieve this by targeting behaviors such as setting goals and give feedback to customers throughout the sales process

## **Remember this when reading the results**

The results from a Targeted Prediction© process is labeled index and is represented by a C-score ranging from 0 to 10. The score is to be interpreted as the higher the score the higher probable level of performance in the target role.

This means that higher scoring (thus ranked) candidates have a higher probability of performing in the actual role, based on personality and GMA. For more detailed information regarding specific targets and the relationship between the target and assessment scores, please see the Targeted Prediction© Technical Manual (Sjöberg & Sjöberg, 2017).

It is important to note that:

- This does not imply that a lower scoring (ranked) candidate cannot contribute with higher performance, merely that the probability is lower.
- Targeted Prediction Index scores do not take other data into account, other relevant data (e.g., hard skills) may exist and may have an effect on the overall probability of performance.

**Descriptive information**

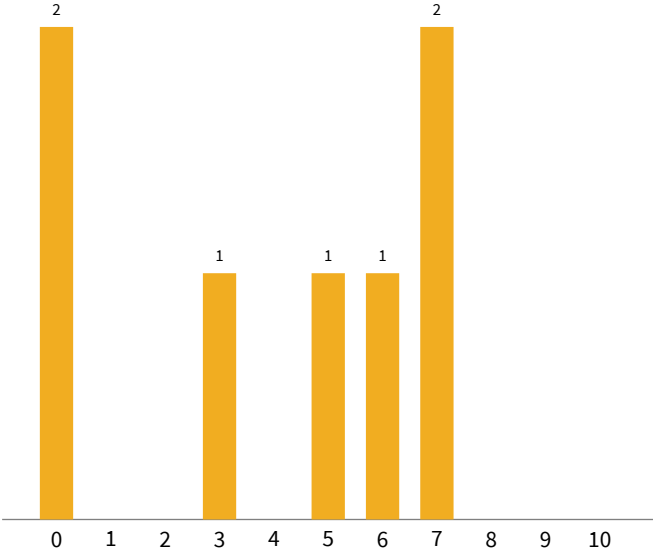
**Candidates**

|                             |      |
|-----------------------------|------|
| Total number of candidates: | 10   |
| Invited:                    | 0    |
| Completed:                  | 7    |
| Overall average score:      | 4.34 |
| Top 10 average score:       | 4.34 |

**Demographics**

|                    |  |
|--------------------|--|
| Age:               | Mean 29.22 (SD: 34.77)   |
| Gender:            | 44.44% Female  |
|                    | 44.44% Male  |
|                    | 11.11% Other/Prefer not to say   |
| Educational level: | 11.11% Elementary school   |
|                    | 0.0% Middle/junior high or high school                                   |
|                    | 0.0% Less than 3 years of post-secondary education (college, university) |
|                    | 66.67% 3 or more years of post-secondary education (college, university) |
|                    | 11.11% PhD   |
|                    | 11.11% Other/Prefer not to say   |

**Group Job Performance Index distribution**



### Candidate ranking

Showing the top 20 ranked candidates for your project.

| Candidate name         | Sales Index |
|------------------------|-------------|
| Mappsson, Matchi       | 7.38        |
| pumbaa, timon          | 7.04        |
| Namnsson, Annan        | 6.22        |
| Shreksson, Shreki      | 5.82        |
| Trassel, Rapunzel      | 3.95        |
| Ascendersson, Ascendic | 0.00        |
| Trassel, Rapunzel      | 0.00        |

Candidates not shown: 3