



BUSINESS USE OF TREK42 TO IMPROVE THE ONBOARDING PROCESS FROM INTERVIEWING TO ENGAGEMENT

SITUATION

A company wishes to use Trek42 to improve the efficiency of the onboarding process by enabling the hiring manager to understand a candidate's strengths and challenges and to ask deeper questions during an interview.

For example, a business owner, human relations manager, internal recruiter or hiring manager is interviewing a series of candidates for employment. The interviewer will typically identify certain candidates for referral to other managers for additional interviews.

The company has purchased an annual or monthly subscription license for Trek42. As part of the purchase, the company is provided a set of Trek42 access credentials for the hiring manager and a registration code (e.g. 40973457) for the candidates. All candidates use the same registration code and the product is accessed from any computing device, anytime and from anywhere,

PRIOR TO THE INTERVIEW

Prior to the interview, the hiring manger instructs the candidates to go to <https://app.identimap.com> and:

- Create an account by inserting their email address and selecting a password.
- Insert the registration code by selecting the Memberships tab.
- Complete the Self Assessment survey.



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- The process should take approximately 5-7 minutes.
 - Trek42 is device independent so the candidate can use any computer, smartphone or tablet from any location.

INTERVIEW

If there are several candidates being interviewed, all candidates should take the Self Assessment prior to starting the interview to enable the full benefits of Trek42.

- Trek42 enables the hiring manager to quickly scan all the candidate's assessment information, read explanatory narratives and observe visual data analytics.
- In a few minutes, the hiring manager will have reviewed substantial information about the candidates prior to the interview.
- Notes can be made within Trek42 during the interview.
- Once the interview is finished, the hiring manager uses Trek42 visual data analytics to select candidates for additional interviews and email a PDF and interview notes to other interested parties within the organization.

ONBOARDING PROCESS BENEFITS

The candidate selection process is improved because of the following benefits.

- Easy to use process for candidate and hiring manager.
- Candidates can take assessment survey from anywhere in the world.
- Interview records are archived.
- Results are visual and displayed in real time.
- Candidate takes the assessment in less than 5 minutes.



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- Shorter time for interview.
 - Better interview questions creating more relevant conversation with the candidate.
 - Provides insight into the candidate's soft skills as well as potential job placement and culture fit.
 - Streamlined communication with other interested parties within the organization.
 - Easy to share information and notes with others.
 - Multiple users within the organization can access Trek42 and see the results and notes immediately.

POST HIRING BENEFITS AND FEATURES

After a candidate is hired, there are a number of benefits that accrue to the Trek42 administrator from big data capture and analysis. For example, the administrator can:

- Track the employee over time to assess progress within the company. It is helpful to know which people advance within the company regardless of trait dominance. For example, does the company tend to promote only "encouragers?"
- Track the employee over time with multiple survey completions to determine correlations with weekly and yearly behavioral changes. This analysis may signal a problem before a behavior pattern manifests in poor performance.
- Analyze which specific profiles are the most successful within a trait category. For example, do "achievers" leave the company quicker than "analyzers?" This analysis helps to reduce employee turnover.



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- Mitigate the pervasiveness of the “Peter Principle.” The Peter Principle is a recognized problem because often people are promoted until they reach their level of incompetence. For example, in the sales managerial chain, a successful sales person is promoted to sales manager and then the person fails in this new role. The Peter Principle is displayed. The company is now faced with the problem of discharging the person or demoting the person to the old position. Most often the sales manager is discouraged and quits. This situation is mitigated by tracking behaviors.
 - Refine the algorithm to fit the nuances of the company. After a company has established a proprietary data base of several thousand profiles, the data base can be analyzed so that the scoring profiles are fine-tuned to fit the characteristics of the company. Additionally, artificial intelligence can be implemented so the profile scoring math is continuously updated as the data base increases.
 - Use the team selection feature to select a mix of traits that fit the team objective. For example, the administrator can sort thousands of employees by traits, such as achiever, encourager, analyzer or listener. The administrator can then select the mix of traits that fit the team goal and monitor which people perform the best on which team. Managers can track performance and trait mix to refine the team selection process versus the team objective. For example, it would not make sense to have all “achievers” on the same team. The trait mix will often define team results. However, if the purpose of the team is to investigate a problem, it would make sense to have several analyzers on the team.