



Aston Business Assessments

**CREATE  
IMPACT  
WITH TRAIT ONLINE  
PERSONALITY  
ASSESSMENT**

*"TRAIT IS COMPREHENSIVE ENOUGH TO BE USEFUL WHILST BEING SIMPLE ENOUGH TO UNDERSTAND. FROM A COST/ BENEFIT ANALYSIS PERSPECTIVE, IT IS THE BEST PSYCHOMETRIC ON THE MARKET." - GLOBAL LEARNING AND DEVELOPMENT CONSULTANT, FIDESSA*

Originally spun out from Aston University and now fully independent as of 2015, ABA specialises in the assessment and development of people at work.

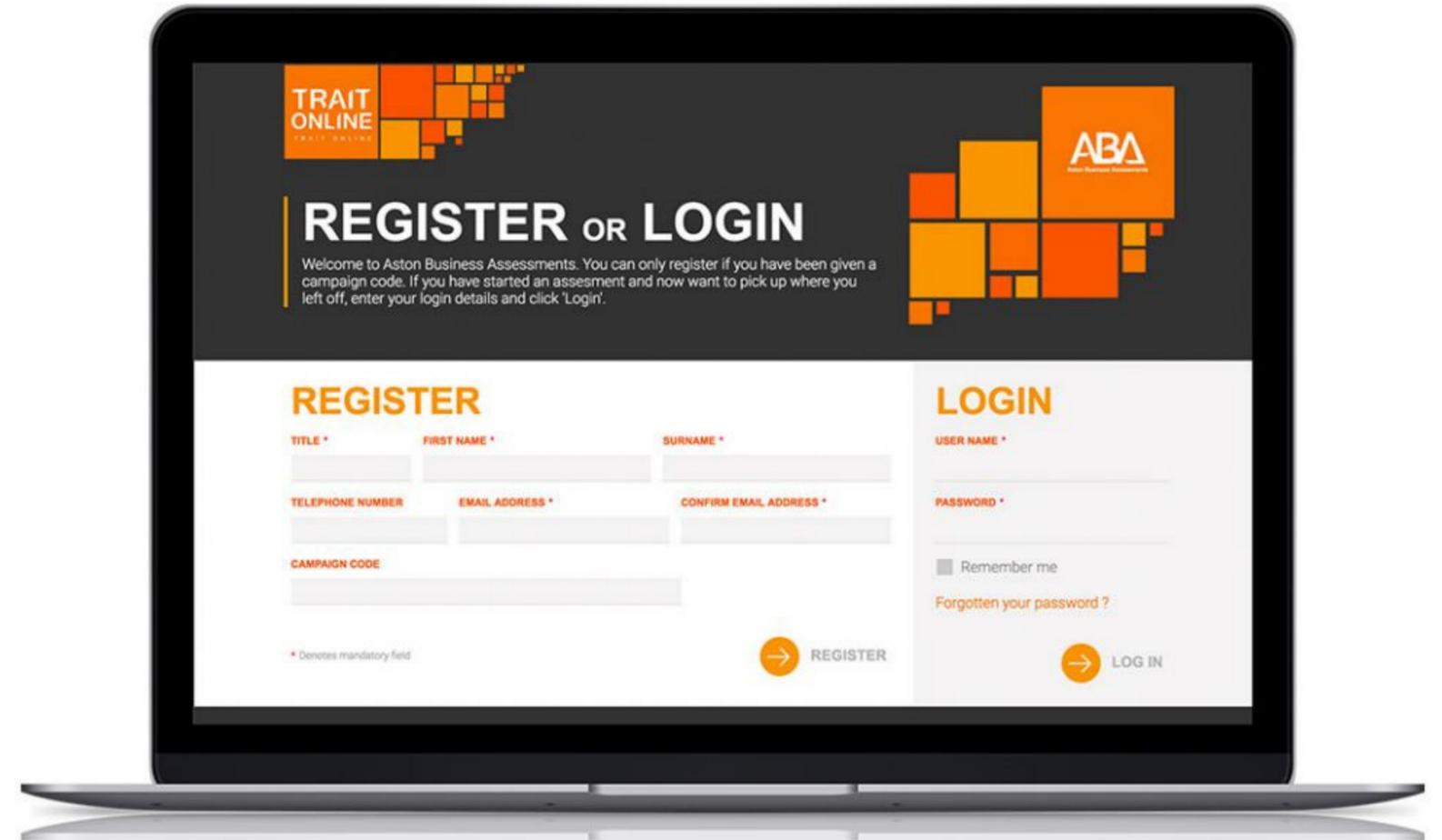


Research and development at ABA is led by Professor Stephen A. Woods - a leading world authority on personality assessment for business and human resource management, a Chartered Practitioner Occupational Psychologist, and holds a PhD in Psychology from the University of Surrey.



# WHAT IT IS & WHAT IT DOES

- A modern web application bringing you the most up-to-date and easy-to-use online psychometric tools
- Send invitations to complete the assessment to all your candidates or employees in one go
- Receive their individual results straight to your inbox
- Optimised usability and implementation
- Quick, secure access instantly & on the go
- Unparalleled candidate experience
- Highly customisable tools and reports tailored specifically to your business



# HOW IT WORKS



Head of Sales, Alex, will soon be launching a new product. She wants to build a super team to beat her sales targets and needs to hire people with the potential to succeed and progress quickly. What can she do?



**1. Prepare**  
Build an ideal candidate profile for your vacancy



**2. Assess**  
Invite candidates to complete Trait Online in a quick and easy process



**3. Sift**  
Progress candidates whose Trait profile best matches your ideal profile



**4. Interview**  
Explore candidates potential and suitability using recommendations from the selection report



**5. Select**  
Select the best candidates based on the insights gained



**6. Onboard**  
Structure your new employees' training and development using Trait reports

Alex has successfully hired 3 new sales reps and is confident they'll smash their targets. She now looks forward to developing her future sales leaders and is sure Trait can help her do this.



# INDUSTRY PROBLEMS TODAY

## **Worst Staffing Crisis for a Generation**

There is a greater need to hire the right recruits where 'no experience required' is an option

## **Keeping your Top Talent**

Growing your organisation requires knowing who your best people are and investing in them.

## **Hiring Less Productive Talent Costs You**

Hiring the wrong talent leads to wasted resources and higher turnover

# OUR SOLUTIONS

Provide you with critical insights into candidate sales potential when 'no experience' is an option.

Will enable you to identify and develop your top talent more effectively.

Assess drive, ambition, and motivation helping you hire people more likely to succeed in their role and stay with you.

# TRAIT SELECTION REPORT



Used throughout the recruitment process, the Trait Selection report is a quick, accurate and easy to use profiling tool, which helps identify which candidates have the highest potential for the role and gives guidance on assessing their suitability based on their profile. The report draws on 13 Trait dimensions and nine ABA competencies which span 5 key areas.

- **Social and Interpersonal Style**
- **Emotional Style**
- **Motivation and Positivity**
- **Organizing Style and Dependability**
- **Creativity and Innovation**

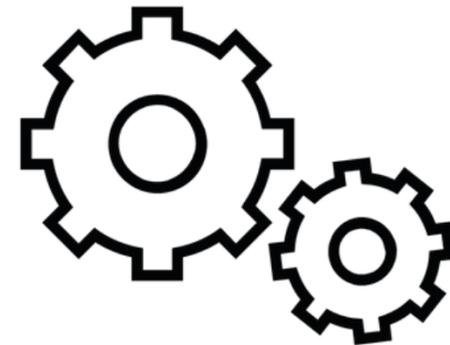


# TRAIT DEVELOPMENT REPORT



Used to assess performance and determine development needs, the Trait Development report is a quick, accurate and easy to use profiling tool that identifies the key areas for development for people at all levels within an organisation and provides guidance on making the desired adjustments. The report assesses 13 Trait dimensions across 5 areas.

- **Social and Interpersonal Style**
- **Emotional Style**
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- **Organizing Style and Dependability**
- **Creativity and Innovation**

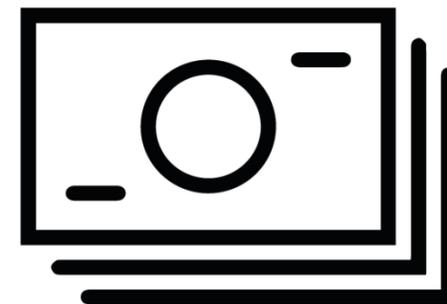


# TRAIT SALES PROFILE (TSP)



Used in the recruitment and development of sales people, the Trait Sales Profile (TSP) is a quick, accurate and easy to use profiling tool that measures the 6 critical areas essential for sales success.

- **Positivity and Resilience**
- **Drive for Performance**
- **Sales Process Management**
- **Solution Innovation**
- **Communicating & Persuading**
- **Customer Care**



# TRAIT LEADERSHIP EVALUATION

This high impact and detailed report from the Trait Inventory focuses on the core competencies of leadership, and is an essential tool for leader recruitment and development.

**Drive for Performance**

**Resilience and Adaptability**

**Leading Boldly**

**Coaching and Developing People**

**Engaging the Team**

**Promoting Teamwork**

**Resolving Conflict**

**Leading Strategically**

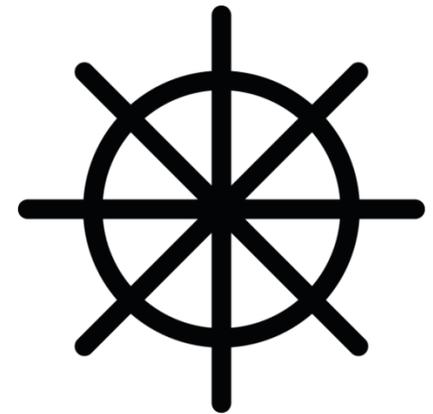
**Leveraging Innovation**

**Managing and Organizing**



For all competencies the report provides:

- **Leadership behaviour implications**
- **Development needs and recommended actions**
- **Highlighted leadership potential strengths**
- **Priority development action plan**



# OUR EXPERTISE: GREAT EASTERN CASE

## MISSION: DEVELOP A BESPOKE ASSESSMENT SYSTEM FOR GE:

- To select Insurance agents working in the field
- To identify future Unit Sales Managers
- To develop them into leadership roles

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## IMPACT

- Managers actively request access to assessment for hiring
- More than 2000 hires and existing staff evaluated
- GE Tool now used as a pro-active self-selection screen
- Talent self-identify, self-select and prioritize their effort

**BUILD YOUR SALESFORCE  
DEVELOP FUTURE LEADERS**



# HOW WE KNOW IT WORKS

## Validation and R&D

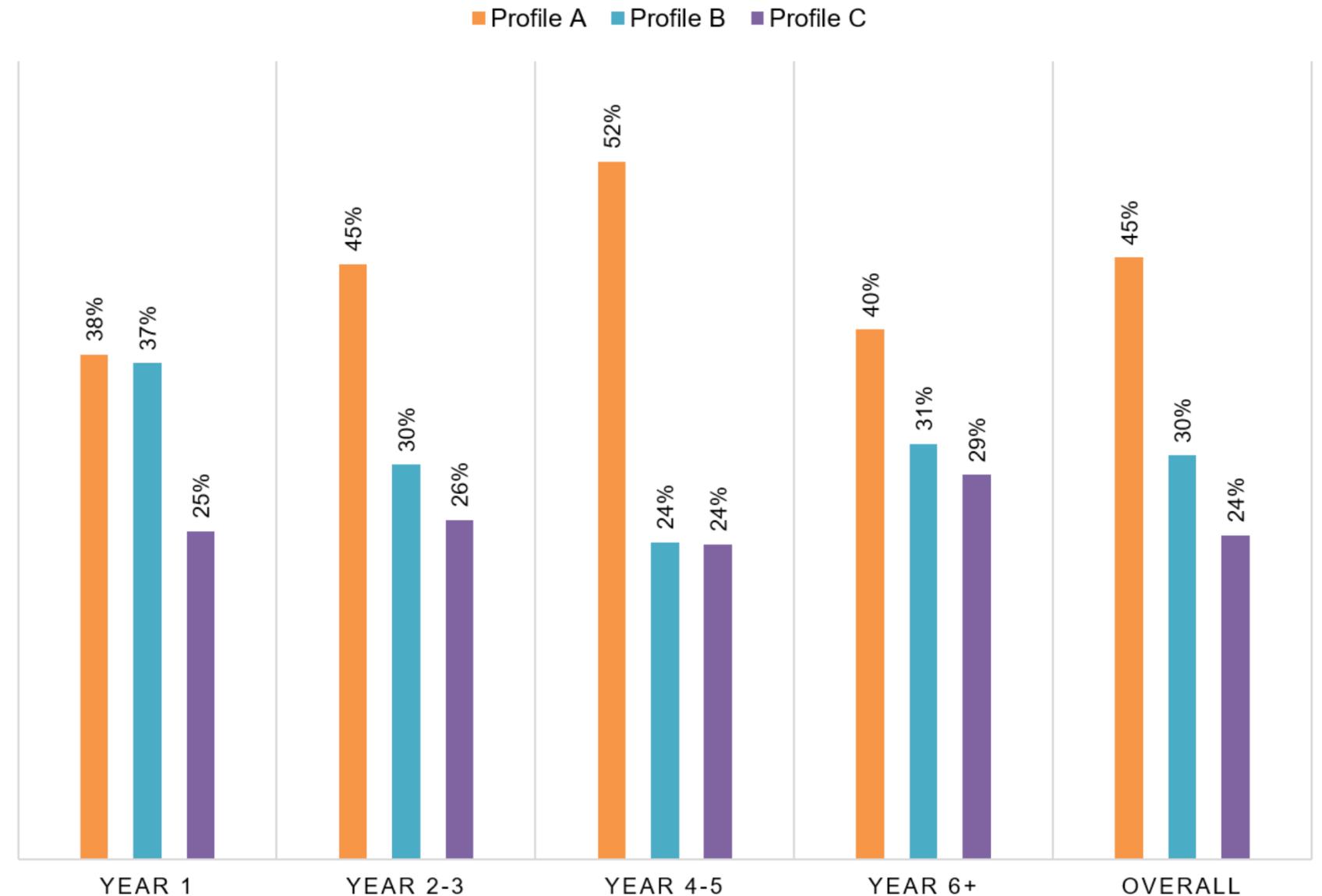
Research and data from a variety of industries

- Automotive
- Retail
- Recruitment
- Finance and Real Estate

## We looked into:

- Job performance
- Sales performance
- Productivity
- Leadership

## SALES REVENUE CONTRIBUTION OVER TIME



Hires Matching the Ideal Profile (A) Contribute More towards Overall Sales and Progress Quicker Over Time

# HOW WE KNOW IT WORKS

- Per-person sales revenue improved by 86% in a financial services company, after introducing Trait in recruitment.
- People selected using Trait generated 75% more profit and 25% fewer customer cancellations in a kitchen retail business.
- In a real estate company, Trait identified managers who are 2.5x more likely to exceed targets and run profitable businesses.
- Trait has transformed the leadership pipeline and development for a major multinational automotive client using bespoke Trait products.



Traits Associated with Sales Performance

# WHAT MAKES US DIFFERENT?

Specialised  
Selection Reports



Competitive Pricing -  
Flexible Options

Made for Business –  
Practical & Easy to Read



Rooted In Science - Using  
Organisational Data

Ongoing Support and  
Calibration



Assessment and Results  
tailored to a Sales-  
Focused Business  
Environment when  
needed



Unlimited Usage for High  
Volume Assessment or Easy  
Pay-As-You-Go for smaller  
business or practitioners.

No complicated narrative.  
Only comprehensive, relevant  
insights for quicker  
application



Based on years of research,  
using data and samples from real  
businesses to inform our design.

We make sure the  
assessments you use  
stay relevant as your  
business evolves.



# ADVANTAGES

## **In-House Expertise:**

Bring the expertise of assessment in-house and upskill your HR and L&D teams.

**More Insight:** Leverage your people capital with scientifically validated insight from day one.

**Better value:** No set-up, training or outsourcing cost for you. Competitively priced with unlimited usage.

**Save time:** Trait Online is a simple and effective system, and is easy to set-up and use for you and your team.

# IMPACT

**Be more productive and profitable:** Trait has proven impact on improving bottom-line company performance.

**Enhance leadership capability:** Identify effective leadership capabilities and where current and future leaders need to develop.

**Recruit better salespeople:** tailored reports for sales staff allow fast and easy screening and development

**Understand your people capital:** find out more about the talent in your business and prioritize areas for investment and development in people.

# FULL RANGE OF TRAIT REPORTS

## 10 Comprehensive Online Psychometric Reports



### Trait Selection

Deep insights into strengths and performance potential



### Trait Development

Focused insights into performance and development needs



### Competency Insights

Detailed exploration of the nine ABA competencies



### Trait Scan

A quick-read, short Trait profile report



### Respondent Feedback Summary

A brief and accessible feedback report for respondents



### Trait Assessor Exploration Guide

A fully structured guide to exploring Trait profiles for development



### Trait Sales Profile

A short but high impact version of Trait exploring sales competencies



### Insurance Agent Talent Screen (IATS)

The specialist report for use in recruitment of insurance agents



### Estate Agent Potential Profile (EAPP)

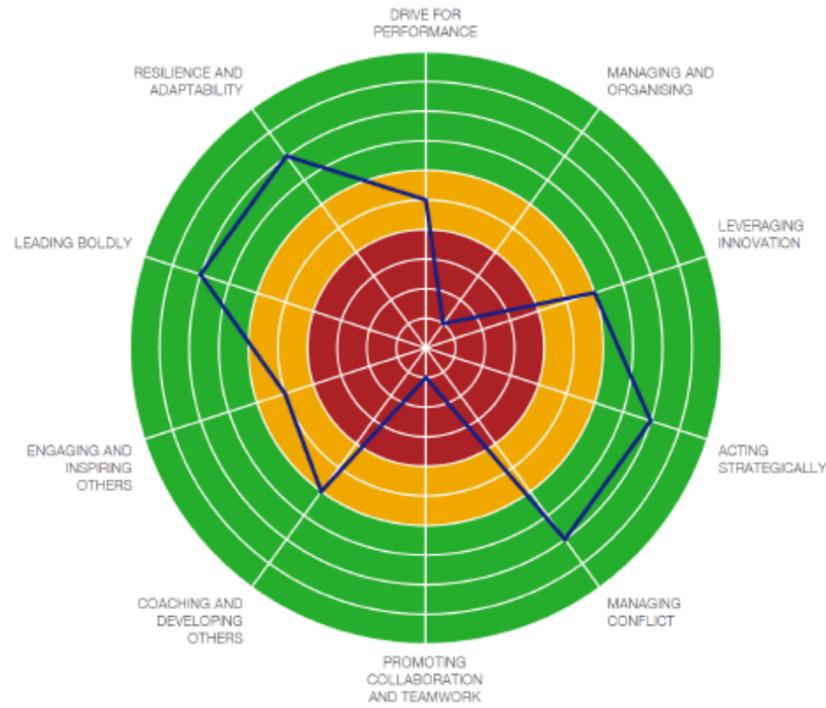
The specialist report for use in recruitment of property and real-estate agents



### Trait Leadership Evaluation

High-impact and detailed report exploring the core competencies of leadership

PROGRAMME CAPABILITIES

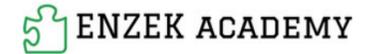


1. DRIVE FOR PERFORMANCE	5	Build and Enhance
2. RESILIENCE AND ADAPTABILITY	8	Leverage and Flex Strength
3. LEADING BOLDLY	8	Leverage and Flex Strength
4. ENGAGING AND INSPIRING OTHERS	5	Build and Enhance
5. COACHING AND DEVELOPING OTHERS	6	Build and Enhance
6. PROMOTING COLLABORATION AND TEAMWORK	1	Develop and Improve
7. MANAGING CONFLICT	8	Leverage and Flex Strength
8. ACTING STRATEGICALLY	8	Leverage and Flex Strength
9. LEVERAGING INNOVATION	6	Build and Enhance
10. MANAGING AND ORGANISING	1	Develop and Improve

# MAX IMPACT: BESPOKE ASSESSMENT DESIGN

- Your branding added to online environment and reports
- Reports designed around your company's recruitment and development processes
- Trait assessment customised to fit your competencies
- Reconfiguration of Trait to fit your assessment criteria
- Multi-assessment integration and group reporting





Because all business is psychology.

Visit:

[www.astonassessments.com](http://www.astonassessments.com)

@ABA\_TraitOnline

*"In developing our assessment products, ABA has always been really responsive, great with advice and amazingly flexible and adaptable in their approach. If anyone is considering designing and developing profiling tools for specific sectors or roles, we would not hesitate to recommend the*

*ABA team." - HR Director, MIC*

