



**PERSONNEL
DECISIONS**
INTERNATIONAL

REAL LEADERSHIP ADVANTAGE™

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PERSONNEL DECISIONS INTERNATIONAL ANNOUNCES TALENT MANAGEMENT BREAKTHROUGH
TalentView® of Performance™ Brings Reliable, Defensible Data to Measuring Employee Performance

MINNEAPOLIS (OCTOBER 19, 2005) – Personnel Decisions International (PDI) today formally unveiled TalentView® of Performance™, a statistically valid tool that measures employee performance and can be used as a decision tool for filling key leadership positions. TalentView of Performance represents a definitive breakthrough in the performance and broader talent management fields.

What makes TalentView of Performance revolutionary is the quality of the data behind it. “The Achilles’ heel of talent management has always been that managers have no way to accurately evaluate people nor have different managers been able to calibrate their performance ratings,” said R. J. Heckman, Ph.D., vice president and general manager of PDI’s Talent Management products. “TalentView of Performance is a Behaviorally Anchored Rating Scale (BARS)-based multi-rater performance measurement tool that removes the uncertainty of gut-level decision making often seen in the evaluation of talent across corporate leadership pipelines.”

The BARS-based methodology enhances rater reliability and supports differentiation of performance, making TalentView of Performance both psychometrically sound and legally defensible. This unique method of approaching talent management provides the individual being rated with pinpointed performance feedback and proven tips on how to improve in weak performance areas. In addition, when data is aggregated, TalentView of Performance provides management with highly accurate stack rankings showing which employees are likely to make the biggest contributions to accomplishing strategic objectives.

In a recent case study, PDI conducted research on 448 store managers from a Fortune 50 retail organization who had completed the TalentView of Performance tool. Based on scores obtained from the evaluation process, the managers were classified as either “high performing,” “average” or “low performing.” At the same time, performance data for each store was analyzed and the stores were ranked according to financial performance and employee engagement. The study findings demonstrate the power of TalentView of Performance. Compared to store managers with low performance scores, managers with high scores demonstrated:

- 43 percent higher employee engagement
- 13 percent higher store sales
- 32 percent higher store profitability

“Reliable talent management has become a strategic asset in the marketplace,” said Cindy Marsh, Ph.D., president and chief operating officer of PDI. “The function has never been more critical than in this time of mass baby boomer retirements, integration after restructurings and acquisitions, and continuing globalization.”

“PDI’s TalentView of Performance is a true breakthrough in the ongoing struggle to effectively measure performance across an enterprise and identify existing leadership potential inside the organization,” said Marsh. “The ability to accurately assess leadership capabilities is a critical function that cannot be taken lightly. The well-being of our clients’ businesses depends on this information.”

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ABOUT PDI (PERSONNEL DECISIONS INTERNATIONAL)

Personnel Decisions International (PDI) is a global human resources consulting firm with distinctive expertise in building leadership talent that provides real competitive advantage. With more than 600 team members in 28 offices around the globe, PDI partners with the world’s leading organizations, enabling them to make consistently effective decisions about leaders.

Using field-tested strategies, systems, and tools that are unique in the industry — we help clients identify, develop, and deploy superior leaders. Our aim is simple — the well placed confidence that your current and future leaders are distinctively stronger than the competition, resulting in sustained, superior performance. For more information, contact PDI client relations at 920.997.6995 (in the U.S. 800.633.4410) or visit PDI’s Web site at www.personneldecisions.com.