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**NEW PARTNERSHIP BRINGS PDI'S TALENTVIEW® OF PERFORMANCE™ TO  
LAWSON CUSTOMERS**

*Lawson Adds PDI's Expertise and Methodology to Expanded Human Capital Management Suite*

**MINNEAPOLIS (April 10, 2006)** – Personnel Decisions International (PDI) today announced a partnership with Lawson Software, the St. Paul, Minnesota-based business application software and consulting services provider. The partnership will offer TalentView® of Performance™, PDI's methodology specifically designed for making objective talent decisions, to customers of Lawson's Human Capital Management suite.

TalentView® of Performance™ is unique in the industry because it supports the alignment of talent decisions such as succession, compensation and promotion with strategic business initiatives across the organization. It provides an accurate, consistent and research-based assessment and ranking of employee performance, which is a prerequisite for all talent decisions. Once employee performance is established as a baseline measurement, PDI then helps the organization focus on assessing employee potential, readiness for a new position and organizational fit for leadership transitions.

"TalentView®, now part of Lawson Performance Management, is a proven application built with data and insights from more than 100,000 of PDI leadership assessments," said R.J. Heckman, Ph.D., general manager and vice president, Personnel Decisions International. "It is designed to go beyond gut-level decision making to provide defensible data that impacts organizational effectiveness."

The Lawson Performance Management application, featuring TalentView® of Performance™, will be offered as part of an expansion of Lawson's Human Capital Management suite and is expected to become generally available by the end of May 2006.

"We are expanding well beyond simply automating HR functions to address the richer, strategic needs of human capital management," said Larry Dunivan, vice president, Human Capital Management, Lawson Software. "Organizational leaders want actionable and trustworthy information about their employees and want to correlate it with measurable business outcomes. Through our new Performance Management applications and this partnership, we're able to

leverage decades of PDI's proven, research-based performance standards to deliver high-quality data directly into an organization's HR system for maximum organizational benefit."

"TalentView<sup>®</sup> of Performance<sup>™</sup> addresses the Achilles' heel of talent management: lack of accurate, objective employee evaluation or calibration of employee performance ratings among managers," said Heckman. "Unmatched in the industry, TalentView<sup>®</sup> of Performance<sup>™</sup> gives companies confidence when making decisions surrounding performance management, leadership development, succession planning, coaching, and compensation allocation. We're very pleased that Lawson's customers will now have access to this valuable, proven methodology."

Lawson customers not only gain system efficiencies, they also benefit from behaviorally anchored performance standards, that when combined with objective measures of goals attained, provide a complete picture of performance that enables organizations to align talent decisions with organizational results.

PDI's methodology enhances rater reliability and supports differentiation of performance, making TalentView<sup>®</sup> of Performance<sup>™</sup>-based results both psychometrically sound and defensible. This distinctive approach provides management with highly accurate stack rankings that highlight employees likely to make the most significant contributions to strategic objectives. TalentView<sup>®</sup> of Performance<sup>™</sup> also provides employees with a developmentally rich experience by providing specific and insightful performance feedback.

TalentView<sup>®</sup> of Performance<sup>™</sup>, which PDI also markets on a stand-alone basis, dramatically reduces the uncertainty of talent management decisions in evaluation, promotion and tracking of talent over time and across the corporate leadership pipeline.

### **Case in Point**

In a recent case study, PDI conducted research on 448 store managers from a Fortune 50 retail organization who had completed the TalentView<sup>®</sup> of Performance<sup>™</sup> application. 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 ranked according to financial performance and employee engagement. The study findings demonstrate the power of TalentView<sup>®</sup> of Performance<sup>™</sup>. 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

"Talent management and development is a core line responsibility, up and down the organization, but it's been given short shrift by many since 2001," said Heckman. "It's been estimated by the Bureau of Labor Statistics that the pending retirement of leaders born in the 1940s and 1950s will leave more than 20 percent of management positions vacant by 2007, and more than 50 percent vacant by 2010. We're also seeing a continued wave of restructurings, acquisitions and impacts from globalization – all of which put talent management strategy at center stage for results-oriented firms."

“Having a reliable means of maintaining and even enhancing organizational performance in the face of such seismic shifts in workplace talent pools provides a crucial market advantage.”

**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 nearly 700 team members in 28 offices around the globe, we partner 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 our clients current and future leaders are distinctively stronger than the competition, resulting in sustained, superior performance.

For more information, contact PDI client relations at 800.633.4410 and ask for Marilyn Pearson Hendricks or visit PDI’s Web site at [www.personneldecisions.com](http://www.personneldecisions.com).

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