



**PERSONNEL
DECISIONS**
INTERNATIONAL

REAL LEADERSHIP ADVANTAGE™

FOR IMMEDIATE RELEASE

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**PDI'S TALENTVIEW® OF POTENTIAL™ JOINS PDI'S AWARD WINNING TALENTVIEW
FAMILY OF PRODUCTS**

MINNEAPOLIS (OCT 9, 2007) – Personnel Decisions International (PDI) announces the addition of TalentView® of Potential™ to its award winning TalentView family of offerings. The TalentView assessment products allow organizations to make better talent decisions with greater impact on organizational success than ever before. TalentView® of Potential™ offers a cost-effective way to measure the potential of individuals to successfully advance to more senior leadership roles or positions.

TalentView® of Potential™ is built on decades of research and leverages insight gained from assessing thousands of leaders from hundreds of the world's top organizations. TalentView® of Potential™ uses web-based assessment tools to provide a comprehensive view of potential that draws from an individual's problem solving and behavioral predispositions, as well as his/her experience, career goals and motivations.

“By using TalentView® of Potential™, organizations are able to make accurate, more cost-effective talent decisions regarding selection, development and promotion of high potential individuals,” said Cindy Marsh, Ph.D., president and chief operating officer of PDI. “Success rates for promotions improve and promoted individuals make greater contributions sooner.”

“Accurate identification of high potentials is a critical step in determining whether the quality and quantity of an organization's talent pipeline is sufficient in meeting business needs,” said R.J. Heckman, vice president of talent management products for PDI. “As businesses are increasingly differentiated by their talent and as talent competition grows fiercer, companies have increased pressure to identify and leverage those individuals already on the payroll that possess the potential to fill leadership roles in the future. TalentView® of Potential™ takes the guesswork out of predicting future success by relying on proven measurement tools that differentiate which employees will succeed at higher levels.”

The TalentView family adds to PDI's arsenal of comprehensive measures of talent in four key areas: performance, potential, readiness and fit. TalentView of Performance®, which accurately measures performance in a standardized manner and allows organizations to validly compare employees across the company, won *Human Resource Executive's* Product of the Year distinction in 2006. TalentView® of Readiness™, a powerful assessment tool measuring an individual's readiness for a first-level leader position in manufacturing firms is in development and will be released later this year.

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About 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 700 team members in 29 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 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 (or toll-free in the United States at 800-633-4410) or visit PDI's Web site at www.personneldecisions.com.