

THE KOLBE SYSTEM™

CREATIVE INSTINCTS - THE KEYS TO PRODUCTIVITY

Kolbe Corp's unique approach to improving productivity and performance is based on a solid foundation of research and practical application with a proven track record of more than 40 years. Focusing on people's innate problem-solving instincts sets the Kolbe System apart, and it meets the standards of the American Psychological Association for validity and reliability as well as race, gender and age neutrality.

Assessments have historically focused on measuring the cognitive (IQ) and the affective (personality) parts of the mind. While this can be helpful in selecting, training and managing people, they only offer a partial picture of a person's full potential. IQ scores are influenced by opportunities to learn, and being smart doesn't necessarily predict success. Personality traits are situational, and people who seem agreeable don't always do a job successfully or accomplish team goals.

What's missing? The third part of the mind.

Understanding how instincts combine with intelligence and personality will help you create and maintain a less stressful work environment with employees who are more satisfied and productive:

- Identify the talent you have on board and the instinctive strengths they bring to the table
- Lead team members to achieve greater productivity and efficiency
- Hire More Effectively

KOLBE INDEXES

IDENTIFY & LEVERAGE INSTINCTIVE STRENGTHS

Kolbe Corp's proprietary research has shown that our natural creative instincts shape how we accomplish tasks and solve problems in four distinctive behavior patterns, or Action Modes:®

- Fact Finder - Ways of gathering and sharing information
- Follow Thru - Ways of organizing
- Quick Start - Ways of dealing with risk and uncertainty
- Implementor - Ways of handling space and tangibles



The first step in the Kolbe System is to determine the instinctive traits within an organization. This is done with the Kolbe A™ Index. The four-number Index result identifies an individual's natural tendencies in each Action Mode and determines his or her modus operandi or MO. The numerical values indicate how a person uses their instincts to prevent problems, respond to opportunities and initiate solutions.

The Kolbe A™ Index

measures and validates a person's natural talents - the instinctive method of operation (MO) that enables you to be your best.

The Kolbe B™ Index

identifies a person's job-related cognitive self-expectations.

The Kolbe C™ Index

identifies the characteristics a supervisor requires for success in a specific job.

"The guessing game is over for people who use the Kolbe System."

Studies show a correlation of over 90% between predicted and actual team success. Such predictive validity is dramatically higher with Kolbe than with any other technique or test."

Ryan Thomas, Ph.D.
Provost, Dean (retired)
Weber State University

"It's the most amazing instrument I've ever seen for predicting productivity."

It tells me who is going to be a heavy hitter, not only by identifying how well they will sell, but also by determining the customers with which they will be most successful."

Heidi Clonts Scott
President
Great Scott Productions



"Once I discovered Kolbe and started leveraging my instinctive strengths, my business revenue jumped 500% over the next five years!"

Phil Dyer
EVP
The Corporate Agent

"Within three years of using Kolbe RightFit™, we reduced turnover by 40% and our retention rate as at 6.2 years and climbing!"

Paul Silitsky
CEO
AnswerQuest

"The only way a company can truly gain long-term success is with happy, productive and committed employees. The secret to accomplish that is to tap into and use their natural instincts."

John Kelly
Retired Chairman & CEO
Alaska Airlines



KOLBE TEAMSUCCESS®

"Cookie-cutter" advice doesn't work for teams!

Kolbe Corp's unique team management system is based on a solid foundation of research and practical applications in both large and small companies.

The Kolbe System™ is so effective because it deals with people's unchanging, natural creative instincts. Other so-called "team-building" programs, such as feel-good seminars and motivational speakers, may offer an immediate morale boost but often leave nothing of lasting value. Personality tests, interest inventories, and other employee assessments are equally unpredictable, because they measure volatile factors like emotions and social styles.

Using results from the Kolbe Indexes you can accurately predict the success of existing teams and help your company put together new teams with the right chemistry for high performance.

TEAM COLLABORATION SURVEY

Knowing and understanding how your team truly functions is essential to determining the most effective way to lead it. The Team Collaboration Survey is a quick way to determine whether the team is more collaborative or more independent and offers customized Leadership Tips designed to boost productivity immediately.

www.TeamSurvey.kolbe.com

TEAM GUIDANCE SYSTEM™

HELP YOUR TEAM PERFORM AT THEIR HIGHEST LEVEL

Kolbe's Team Guidance System provides targeted report bundles to help your team reach their full potential, and offers customized insight to boost team performance. Companies that embrace the Kolbe System increase their productivity up to 225%.



Areas of conflict - and concrete solutions - become crystal clear when Kolbe Index results are compared to each other in these reports.

Comprehensive sets of Kolbe Leadership Analytics™ Reports are also available for a more in-depth analysis of teams. No other organizational development software can match the breadth and detailed analysis of Kolbe's Leadership Analytics.

"Dream Teams" don't just happen

Kolbe Corp is the leader at identifying what drives Team Success

TEAM ENGAGEMENTS

TeamSuccess is a program of full or half-day seminars and consulting sessions designed to help managers build on employee strengths and improve overall team performance. The program is customized to address the specific needs of your organization - whether you're looking for a dynamic addition for your annual retreat, an effective team-building seminar, general employee/leadership development, or a long-term culture change, Kolbe's experience and results deliver.

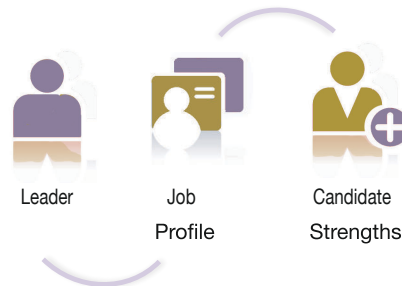
KOLBE HIRING SOLUTIONS

SMARTER SELECTION BASED ON INSTINCTIVE STRENGTHS

Using Kolbe Index results enables you to bring out the best in your people. You can also add members to your team who will become valuable assets. Interviewing and hiring are two of the biggest investments companies make - and the returns are great when you match the right people with the right positions.

TAKE THE MYSTERY OUT OF HIRING

When an employee, manager, or potential hire takes a Kolbe Index, Kolbe analyzes the results and presents concise, easy-to-read reports that can help your business compete and succeed.



Whether you're hiring an entry-level employee, replicating a top performer or filling a critical need on a team, Kolbe's RightFit™ software identifies the best candidate quickly and cost effectively.

4 STEPS TO BETTER HIRING

1. Define job requirements with input from leaders and other evaluators.
2. Identify instinctive strengths of leaders and current high performers.
3. Create a Range of Success for the job using Kolbe's RightFit software.
4. Screen candidates to see who is most likely to succeed in the job based on their conative strengths. Each candidate will be given a letter grade from A to F.

"The Kolbe System™ is remarkable! By avoiding the consequences of bad hires and hassles of employee politics, Kolbe helps business owners focus on the things that got them excited about having a business in the first place."

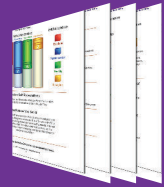
*Dan Sullivan
President & Founder
Strategic Coach*

A WINNING INTERVIEW PROCESS

The Dynamynd® Interview is a proven interview process with questions that consider the whole person. It helps employers screen and interview candidates, enabling them to discern the levels of effort a particular candidate normally demonstrates. It provides a step-by-step process for discovering whether a candidate exhibits the level of effort you need for a specific position. For example, a leadership position will require a higher level of effort than a receptionist trainee.

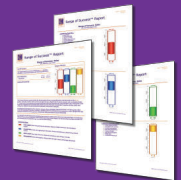
The Dynamynd Interview walks you through a sequence of interviews, designed to predict the probability a candidate will work at the level you need them to. It provides interview questions, advice on how to interpret answers, and worksheets to keep track of interviewees' responses.

By following the RightFit process you can be assured that you are using an effective, valid, non-discriminatory system.



Kolbe A™ and C™ Index

Supervisors and current top performers in the job (if any) take the Kolbe A Index to identify their methods of operation. Supervisors also complete the Kolbe C Index, which identifies their requirements for the job.



Kolbe Range of Success™

Index results are used to create a Kolbe Range of Success report which displays the instinctive problem-solving characteristics required for success in the job.



Candidate Report

The Candidate Report ranks individual job applicants based on how closely their Kolbe A Index results fit the Range of Success profile.

