

# NEURO TALENT BLUEPRINT

Using neurometric data mining to identify TOP 5% performers

## RESEARCH STUDY

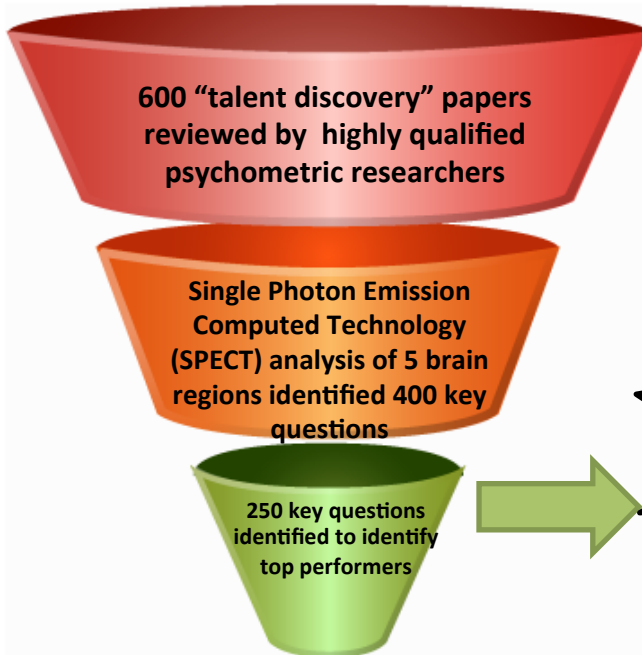
### COMPANY

- ASX listed company (\$140m turnover) with 300 highly skilled advisors using inbound and outbound calling techniques to generate business growth
- Advisors required significant training (2 weeks) and long lead time to be fully productive.

### PROBLEM

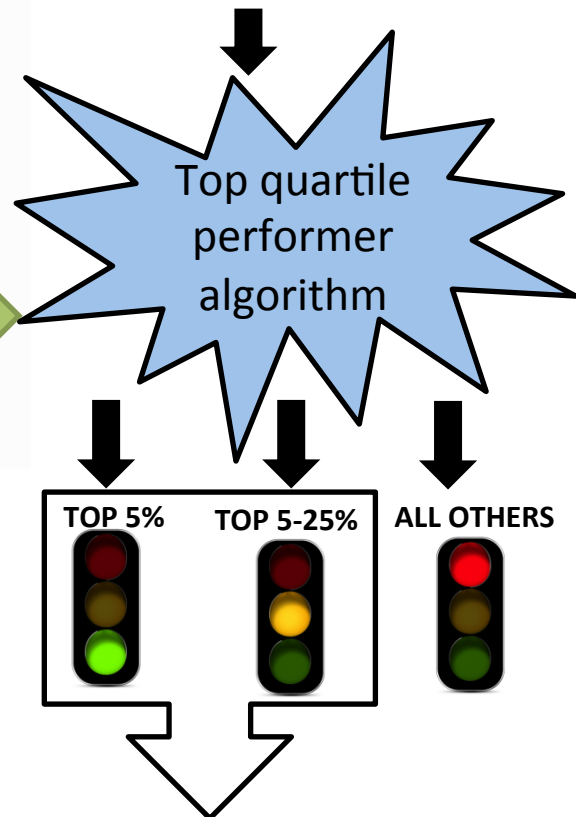
Is there a way to improve recruiting techniques to identify potential hires that would perform like the existing top quartile telesales staff?

### BACKGROUND



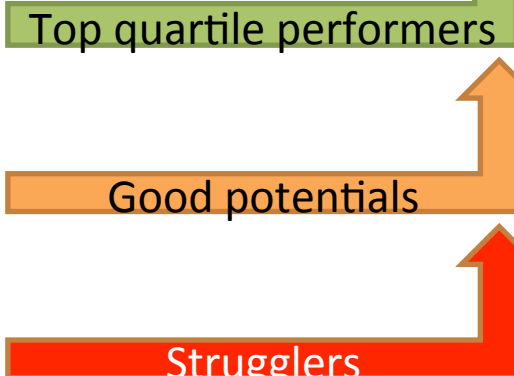
### TESTING

- Applicants filled in a basic information sheet then were directed to the test site where they completed a 40 min questionnaire



### METHOD

100 inbound and outbound sales consultants tested. The organisation identified:



### RESEARCHER

- DR STANLEY RODSKI
- Neuroscientist