



## ATTRIBUTE INDEX

Contemporary businesses realize the gold mine in human capital. Human capital can be the catalyst to maximizing profits, insomuch as the culprit for P&L dismay. Organizations realize the value of having the right people in the right positions. More so, organizations recognize that leadership development, management support, and employee talent are leading reasons for a myriad of organizational successes and/or challenges. Using expert assessments is the ideal method to ensuring your business is capitalizing on talent, satisfying customers, and reaching goals.

The **Attributes Index™** is a fundamental tool to assess and measure individual cognitive structures. Unlike clinical assessments, the Attributes Index is designed specifically for business settings. This index was developed after considerable years of research to perfect the input and output of data – data that is critical to the success of your organization.

Why is the Attributes Index so widely used in contemporary organizations? Unlike other profilers or assessments, the Attributes Index provides data directly relevant to all business processes – from leadership, management, sales, and customer loyalty, and others. When we know what drives our people, we are better prepared to capitalize on the human talent our workplace offers. We are better prepared to serve customers. Our profits reflect and our revenues are directly impacted.



**How We Succeed** To achieve maximum performance, we must understand what natural talents we possess, why we are motivated to use them, and how we prefer to use them. The **Attributes Index™** reflects on the why portion of the triology. By understanding why our leaders, managers, and staff are motivated to what they do, we are better prepared to align them most appropriately with their environment to capitalize on their innate passions. In turn, this directly impacts our company's success rate.

**Application & Validation** The Attributes Index has been validated over 20 years in over 28 individual validation studies. More than 19 examiners have tested this index and are able to attest to its accuracy. This index has proven to meet the rigorous standards for employment referenced by the US Federal Government Equal Employment Opportunity Commission (EEOC). Validation includes Concurrent Validity, Face Validity, Predictive Validity, and Construct Validity.

Dr Jennifer Beaman is the Founder and Chief Executive Officer for the Association for Leadership Practitioners in Tulsa, Oklahoma, a subsidiary of Practitioners for Transformational Leadership, based out of southern California. Dr Beaman has been a strategic and management consultant for more than 25 years and has spent the past 13 years providing executive and leadership coaching into her practice. As a thought leader and published author, she volunteers her time to early entrepreneurs, start- ups, and doctoral students working on their dissertations. The Association for Leadership Practitioners is a WOSB and EDWOSB; and certified by SAM and D&B. To learn more about the Attributes Index and how it will help you maximize profits and improve your organizations teams or strategic presence, contacts us at: <http://www.forleadership.org>

