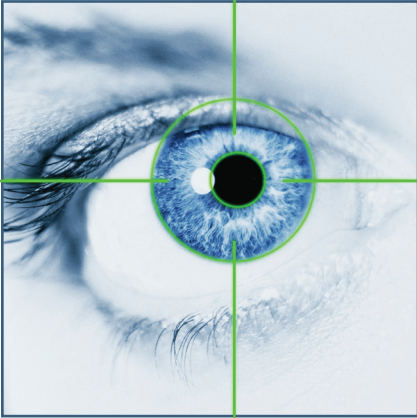


# Focus on Results



**MCBASSI**   
& company

*The analytics of people and results.*



ENGAGEMENT

EXPERIENCE

KNOWLEDGE

PRODUCTIVE

# The Quiet Revolution in People Management

## Achieving Sustainable Advantage Through People

*Linking People to Business Success*

PROFITS

COMPETITIVE  
ADVANTAGE

There's no getting around it — the global economy has forever changed the business landscape and challenges us to change our thinking and our methods. Product and price are no longer the differentiators they once were.

But no one can copy your people — they can be the secret ingredient that differentiates you from the competition. When you operate in the sweet spot — where your people are both highly engaged and productive — your competition will have trouble keeping up. For many businesses, exceptional people management (or “human capital management”) is the only remaining path to sustainable profits and competitive advantage.

At McBassi & Company we understand that your business is unique. That's why our approach to analyzing the people drivers of your business results is tailored to your organization. Our analytical methodology identifies those elements of your people management that directly drive your bottom line. It counters traditional one-size-fits-all ways of measuring and understanding people management, and applies a customized six-sigma-like approach designed uniquely for your organization.

We give you easy-to-understand reports using our specialized McBassi People Index™ along with recommendations to improve your critical weaknesses and capitalize on your most important strengths. And, to avoid any conflict of interest, we decline to take on the follow-up work of implementing our recommendations (although we'll always be available to provide any guidance you might need along the way). We think that distinction makes us unique as well.

“I am convinced that nothing we do is more important than hiring and developing people. At the end of the day you bet on people, not on strategies.”

Larry Bossidy  
Honeywell

### **Analytics + Experience = Genius**

The evidence is in: Our research across different industry groups shows that combining our customized analytics with the experience and knowledge of your executives is a winning combination. Our clients enjoy increased sales, higher retention rates of key employees, and improved safety through highly focused refinements to their workforce management strategy. We've learned from experience that creating laser-like precision for your people management initiatives can help you achieve world-class performance and add overall value to your business.

# The Right Measures – The Right Analytics – The Right Plan

At McBassi & Company,  
we focus on creating  
Surround Sound Measures™  
that link HR practices,  
people management,  
and business results.  
This provides our clients  
with actionable  
business intelligence  
for improving the  
bottom line  
through people.



McBassi  
Measurement System

## Linking Your Human Capital Practices to Your Business Outcomes

You can't improve your workforce strategy if you don't know where you stand on what matters most. That's why our first priority is to assess your organization through the lens of our own breakthrough research. Our unique proprietary tools allow us to go far beyond traditional employee engagement factors.

## Finding the Critical Human Capital Drivers to Success

Measuring what matters most to your business success is where McBassi & Company leads the industry. The McBassi People Index uses powerful analytics to produce actionable insight into the unique human drivers of your business results. Quite simply, this is the business intelligence you need to achieve a sustainable advantage.

## McBassi People Index — Customized for Your Needs

### Business Results – Measuring What Matters:

#### *Surveying for Smarter Results*

A customized “Smarter Employee Survey” that still measures employee engagement, but also goes beyond that to identify the human drivers of business results.

#### *Human Capital Analytics*

We provide customized analysis of the unique linkage between people and business results in your organization.

#### *Fact-based Recommendations*

We go beyond data — to actionable business intelligence.

#### *Powerful Visualization of Results*

We make sophisticated analysis attainable and easy to understand.

#### *Translating Findings into Action*

We work hard to ensure that our analysis serves as a powerful catalyst for change in your organization.

## Meaningful Measures – Understandable Reporting

McBassi & Company is dedicated to helping you grow your bottom line by increasing your return on people. We know that, although employee engagement is an important element of people management, organizations seeking sustainable advantage must look beyond it. Our cutting-edge system first gathers key data, or human capital metrics, and then statistically links that information to business outcomes.

### Financial and Non-Financial Business Results

- Leadership Environment (Communication and Behaviors)
- Work Environment (Accountability, Commitment to employees, Conditions, Hiring practices, Job design, Processes)
- Learning Environment (Formal and Informal/Social)

## Actionable Results

Our flagship assessment tool, the McBassi People Index, provides a predictive blueprint to help you focus on the elements of your people management that will produce enhanced business returns. The McBassi People Index is based on many years of research on best practices for managing and developing employees. And, we pride ourselves on making this information accessible and readily understandable with color-coded graphical reports. Below is a sample McBassi People Index summary table (numbers indicate overall level of maturity, from 1 to 5).

	Overall McBassi People Index	Environments			Factors									
		Work	Leadership	Learning	Work					Leadership		Learning		
					Accountability	Commitment to Employees	Conditions	Hiring practices	Job Design	Processes	Behaviors	Communications	Formal	Informal/Social
XYZ Corporation	3	3	4	2	3	4	3	2	4	2	4	3	3	2
Business Unit X	3	3	4	2	3	4	3	2	4	3	4	3	3	2
Sales Unit 1	5	5	5	4	5	5	5	3	5	4	5	5	4	4
Sales Unit 2	3	3	4	2	3	4	3	2	4	3	4	4	3	1
Sales Unit 3	2	2	2	1	2	3	2	1	3	1	3	1	1	1
Business Unit Y	2	2	3	2	3	3	2	2	3	2	3	3	3	2
Call Center 1	4	4	5	3	5	4	4	2	4	3	5	5	4	3
Call Center 2	2	2	3	1	2	3	2	2	4	1	3	3	1	1
Call Center 3	1	1	2	2	2	1	1	1	2	1	2	1	3	1
Business Unit Z	3	3	4	3	3	4	3	2	4	2	4	4	4	2
Plant 1	4	4	5	3	4	5	4	3	5	4	5	5	4	2
Plant 2	3	3	4	3	3	4	4	3	4	2	4	4	4	1
Plant 3	3	2	4	3	3	3	2	1	4	1	4	3	3	2

## Linking to Your Bottom Line is the McBassi Difference

An important, and unique, element in the McBassi System is linking the variations in your people management data to key business metrics like sales, safety, customer satisfaction and employee commitment. Using this information, we develop your customized plan to improve business results by addressing critical weaknesses and strengthening further those areas that are most crucial to your growth.

*This step is what makes the McBassi System stand out from the rest, and how we can help your organization thrive!*

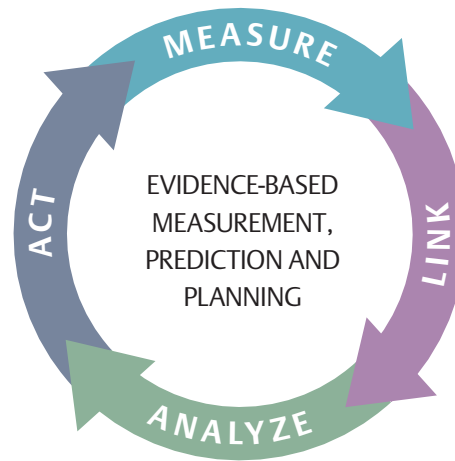
The people management factors that drive key business results vary widely across different organizations. This is not surprising, considering the different dynamics, challenges, and goals of different organizations. It's for this reason that you need to avoid any cookie-cutter approach that looks at just the same small set of people factors for every organization.

# Your People Management Evolution

## The Path to Business Success

Partnering with McBassi & Company will start you on the path to an enhanced workforce management strategy for your organization. By incorporating our proven system of quantitatively linking people to performance, you will be able to invest with confidence in the true drivers of your business results. You can expect a detailed, customized analysis to help you systematically and cost-effectively improve your work, leadership, and learning environment in the ways that matter most to your business.

Because your business environment changes rapidly, we also provide a continuous plan for ongoing improvement:



“This is the clearest example I’ve seen of a diagnostic tool that can link directly to profitability.”

Fred Poses  
Retired CEO  
American Standard/Trane

### **MEASURE: Quantify people management maturity**

Deploy a “Smart Employee Survey” to determine people management strengths and weaknesses across business functions, units, regions and job categories.

### **LINK variations in people management to business results**

Using statistical techniques, McBassi links business metrics to variations in people management within your organization. This step identifies the unique people management drivers that are critical to your business results.

### **ANALYZE: Combine the linkage analysis with measures of people management**

Strengths and weaknesses to develop a prioritized business case for strategic people management focus and investment.

### **ACT: Refine your people management strategy**

Define an action plan to strengthen critical drivers and reduce people management weaknesses and build accountability for people management into your organization.

### **MEASURE: Build measurement into your standard people processes**

Create a discipline for making people management measurement an integral part of your business to continuously improve, evolve and track the impact of your initiatives.

## Working with McBassi

“McBassi’s approach has taken us well beyond the traditional employee engagement survey to one that integrates human capital analytics with business results. In short order they have become critical business partners.”

Pete Perez  
Executive VP  
Human Resources  
ConAgra

**F**rom our very first conversation with you, McBassi will focus on understanding your organization’s current challenges and your desired business outcomes. We then customize a plan to provide you the business intelligence and insights necessary to successfully meet those challenges and improve your business outcomes through improved people management.

For example, ConAgra Foods began working with McBassi in their effort to align and map their human capital priorities in order to drive their business strategies. We provided clear, actionable guidance about where and how to focus their human capital priorities and investments to drive ROI.

Our client Wide Open West’s primary focus is fostering both a superior customer experience and an extraordinary work environment. We customized our analysis to pinpoint the drivers of their customer retention, customer satisfaction, and employee commitment. Said President and CEO Colleen Abdoulah, “McBassi’s uncompromising focus on creating customized, actionable business intelligence truly distinguishes them from the competition.”

The challenge for Hazelden Foundation was to get through some significant organizational changes while continuing to improve patient service, internal processes, and financial performance. Therefore, we concentrated on analyzing the impact of their work, learning and leadership environment on those specific outcomes. McBassi delivered “an insightful, precise, actionable set of recommendations which we are now using as a driving force to align people and business results,” said Sharon Birnbaum, Hazelden’s Vice President of HR. “They are true professionals, and we recommend them highly.”

Contact us for more information:

866.345.5730

[info@mcbassi.com](mailto:info@mcbassi.com)



*The analytics of people and results.*

## SUCCESS

McBassi & Company has the analytic know-how to help you solve a broad array of difficult people-related performance problems, including:

- Identifying the unique people drivers of your organization's business results
- Diagnosing and addressing sales productivity
- Improving success rates of mergers and acquisitions
- Attracting, retaining, and optimizing a diverse workforce
- Improving your return on training and development investments



866.345.5730  
info@mcbassi.com

*The analytics of people and results.*