

Hire with precision.  
Maximize performance.  
Minimize turnover.

SOCIABILITY

RECOGNITION

CONSCIENTIOUSNESS

EXHIBITION

TRUST

NURTURANCE

AMBITION

ENDURANCE

ASSERTIVENESS

BOLDNESS

COACHABILITY

LEADERSHIP

ALERTNESS

STRUCTURE

ORDER

FLEXIBILITY

CREATIVITY

RESPONSIBILITY

SELF-CONFIDENCE

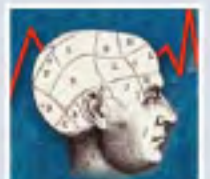
TOUCH-SENSITIVENESS

AUTONOMY

CONTENTMENT

CONTROL

Winslow Research Institute



“ Each of us is different from everyone else in this world because of personality. And it’s personality more than anything in this world that’s going to determine how successful you are in your career and how content you are going to be in your personal lifestyle. ”

William J. Winslow  
Winslow Research Institute





William J. Winslow

The two most important elements in life are achieving success in your career and contentment in your personal lifestyle. Yet many believe that it's possible to accomplish only one of these goals — at the expense of the other.

Former corporate president and CEO William J. Winslow is the founder of Winslow Research Institute and creator of the Winslow Assessment System. He and his team of researchers have invested over 30 years developing powerful tools that help individuals to improve professionally and personally, beyond their wildest expectations. Winslow Research Institute assessed the personalities of tens of thousands of people all over the country, including members of the National Football League, the National Basketball Association, the National Hockey League and almost every draft choice for Major League Baseball for the last 30 years.

The research team includes leading psychologists and human resources experts from such respected institutions as University of California at Berkeley, San Francisco State, Stanford University and San Jose State University.



# Hire with precision.

Winslow Assessments contain numerous questions measuring 24 personality traits including self-confidence, assertiveness, coachability, responsibility, tough-mindedness and ambition. The assessments can be completed in less than an hour and results are immediately available.

The assessments provide accurate and objective personnel analysis that allows organizations to:

- Hire the best available applicants for every position within their organization
- Enhance the performance of current employees
- Retain their valuable human resources

Most organizations understand the significant costs of making a bad hiring decision. The fact is most resumes contain exaggerated, subjective information, and strict federal laws make it nearly impossible to obtain negative information from prior employers.

For most organizations the cost of assessing an applicant with a Winslow Assessment is less than one day's wage for that applicant — an insignificant amount when compared to hiring and training a person who will fail.

“ Winslow’s very detailed, individually specific reports for position analysis and career development are almost uncannily accurate in predicting performance results. ”



Denis Waitley, Ph.D. — Bestselling author, “The Winner’s Edge,” “The Psychology of Winning”



# Maximize performance.

If you're a manager, how many times have you wished that you could clone your best employees? Winslow Research Institute offers the next best thing: The powerful Winslow Reports allow you to determine what makes your best people successful and then aids you in using that information to hire new employees and train current ones.

And there's more. Winslow Reports also enable organizations to:

- Place personnel into positions where they can achieve their potential
- Match employees to careers that correspond to their specific strengths
- Discover which applicants are most compatible with their organization's culture
- Determine the most suitable training for each employee



“ Perhaps the greatest benefit of having utilized Winslow Research Institute has been the level of customer service, follow-up, and after-care WRI provides its clients. ”

James K. Walsh — Former NFL player, founder of A STEP BEYOND Training Systems LLC, and author of “Everything You Need to Know About College Sports Recruiting: A Guide for Players, Parents and Coaches”

# Minimize turnover.

Retaining good employees is a challenge for any organization. To add to that challenge, today's employees want more than just a good salary and benefits: They want an atmosphere where they can grow professionally as well as personally.

Winslow Reports are effective tools to assist employees with reaching their potential, making them not only better but more contented. Additionally, it helps organizations hire personnel who best fit their culture, providing an atmosphere where they feel satisfied and valued.

# Assess the potential.

Winslow Research Institute offers two assessments that serve multiple purposes depending on the size and needs of an organization. Both assessments provide a valuable roadmap for personal and professional development.

## I. The Personal Dynamics Profile

This assessment, the flagship of the Winslow Assessment System, measures 24 personality characteristics in four trait groups:

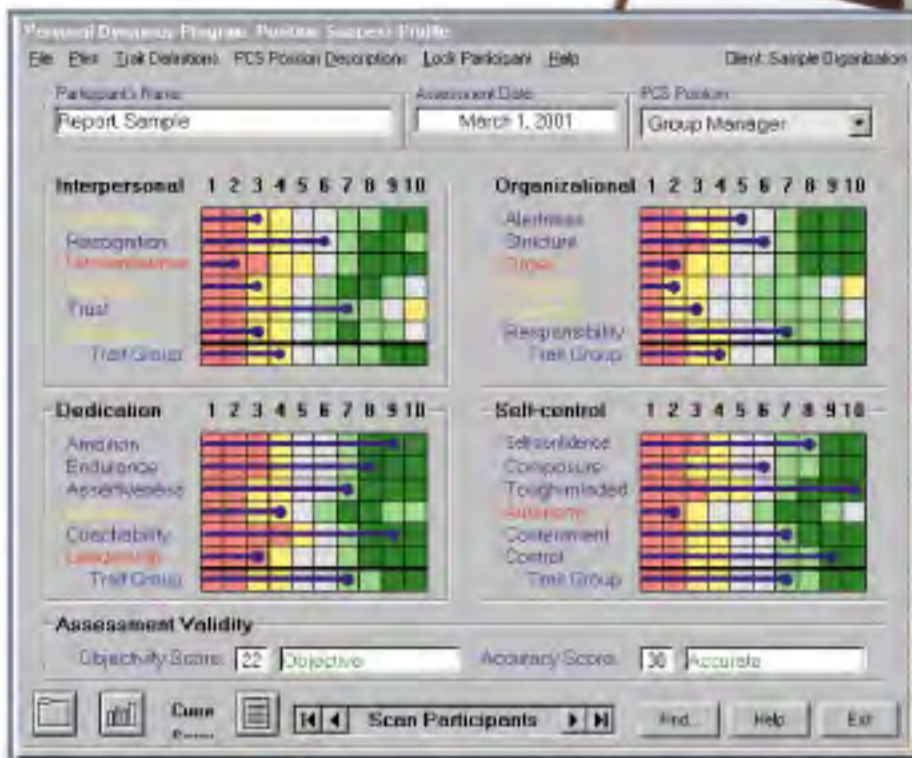
- **Interpersonal Traits** influence the quality and effectiveness of interactions with managers, peers, subordinates, customers, friends, relatives and others.
- **Organizational Traits** affect the ability to organize and control all elements of one's personal and physical environment.
- **Dedication Traits** are fundamental to success and happiness regardless of the participant's career, position, or personal lifestyle.
- **Self-Control Traits** indicate his/her normal emotional state, the ability to cope with stress, and capacity to manage emotions in stressful situations.

## II. The Personal Success Profile

This assessment was created primarily for hourly employees and measures 11 characteristics in three trait groups:

- **Competitiveness Traits** indicate the participant's level of competitiveness and desire to achieve success in his or her career and personal lifestyle.
- **Self-control Traits** reveal the participant's normal emotional state, the ability to cope with stress, and capacity to manage emotions in stressful situations.
- **Dedication Traits** determine the participant's respect for managers, other authority figures and the management/coaching process.





### Both assessments:

- Are recognized by experts as one of the world's premier employee selection and development programs.
- Can be mailed, faxed, or taken over the Internet.
- Generate a comprehensive Participant's Report, Manager's Report and Executive Report. When taken over the Internet, assessment results are immediately available to management.
- Feature a **Position Compatibility Summary**, which indicates a participant's probability of success in a specific position based on his or her personality traits.





“ Winslow Research Institute has assisted us in identifying the characteristics of existing employees who perform exceptionally well. My personal experience with the Personal Dynamics Program was nothing less than profound. ”

Wilson Johnson, Jr. — Assistant Chief Transportation Officer,  
Bay Area Rapid Transit

According to researchers at the University of Mississippi, when an employee fails in his or her career, that failure is directly attributed to some facet of human behavior in over 90 percent of the cases.

Simply stated, most people have the skills, knowledge, experience and education to perform their duties. What they're lacking in most cases is the personality required for their specific career that will allow them to perform successfully.

Winslow Research Institute provides valuable information and helps people develop a plan of action to reach their maximum potential.

Winslow Research Institute also provides everything you need as a manager to hire, develop and retain the most dynamic personnel for your organization. Let the Winslow Assessment System improve your bottom line and inspire your employees to greater success than they – and you – ever dreamed.



“ Winslow Assessments are essential for any organization that seriously wants to develop an enthusiastic and contented workforce. ”

Patricia Kelting — President,  
Kelting & Associates, Inc.

