

Helping you
choose, develop
and engage
winning talent



Human Assets

Creating and implementing tailored HR strategy since 1987

Leading experts in assessment and development



Human Assets is a team of results-oriented and highly-qualified business psychologists. We help organisations choose, develop and engage the winning talent they need for maximum commercial success. Human Assets is headed by Dr. Charles Woodruffe and Wendy Lyons. Charles founded the firm in 1987. A well-respected expert in business psychology, he is the author of the definitive books: **Development and Assessment Centres – Identifying and Developing Competence** and **Winning the Talent War** as well as countless articles on HR strategy, executive development, coaching, talent management and the talent war, recruitment and employee engagement. Wendy joined Human Assets in 1996 and has worked in Hong Kong and China as well as the UK. A Chartered Occupational Psychologist, Wendy has an expertise in assessment and development across cultures and in the application of the rigour of personality theory to coaching and leadership development.

"Organisations win first and foremost through talented people. These are the people who are consistently excellent in the professional skills and the key behaviours required for their organisations to realise their business strategies. Attracting and retaining this winning people resource is the key strategic role of human resource managers and must put HR at the heart of the business."

*Dr Charles Woodruffe (BSc, MPhil, PhD, FCIPD, CPsychol, AFBPS)
Managing Director, Human Assets*

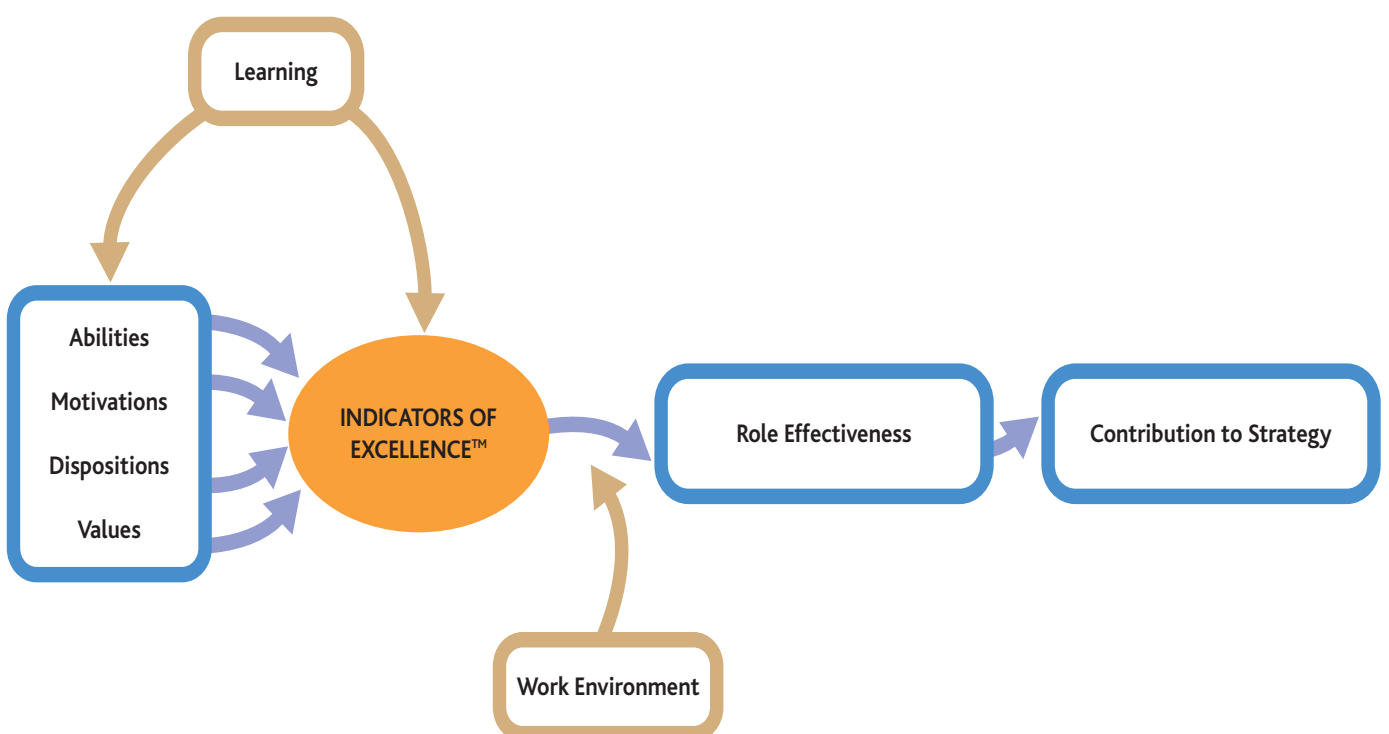
What can Human Assets deliver to your company?

In today's increasingly competitive and demanding marketplace, the only reliable way to win a genuine edge is through the quality of your organisation's **human assets**.

We deliver top-quality business psychology consultancy that is focused around enabling you to choose, develop and engage the people you need to meet your commercial objectives now and to keep on meeting them in the future. Within the business psychology profession, we are a recognised authority on delivering bespoke assessment, development and motivation consultancy for entry level positions, management positions and executive roles.

We help you to define what is required from your people to set your organisation apart. Once these **Indicators of Excellence™** have been identified, our unique model helps you choose, develop and engage people in line with these.

Our approach gives careful consideration to both the individual talent and the organisational context. Some people will be much more suited to contributing to your organisation's success than others and we can help you **choose** this talent. Once chosen, it is critical that these people then go on to realise their potential within your organisation. We can help you **develop** and **engage** your talent by ensuring the right environment and development/learning opportunities are offered.



Do your selection processes really bring you success?

Do you feel you are a winner in the talent war?

Do your selection procedures reflect your organisation's core qualities and culture?

Do you use valid, reliable and non-discriminatory selection processes?

Do you know for certain that your selection processes are making you an employer of choice?



Are you

Choosing Talent?

The 'right people' for your organisation are those who have the skills and qualities that will allow them to excel both now and in the future.

Identification of talent is the first step to achieving commercial success through your people. We at Human Assets firmly believe that well-researched selection techniques, specifically tailored to the task in hand, can reliably predict a candidate's future job performance and avoid the heavy – even, on occasion, disastrous – costs associated with poor selection decisions.

The Human Assets Approach

Choosing Talent

Human Assets offers a variety of **flexible** assessment methodologies and tools that give a thorough **insight** into each candidate.

These include:

- Assessment Centres
- Sifting and Screening Processes
- Psychometrics
- Business Simulations
- Executive Assessments
- Competency-based Interviewing
- Team Profiling
- Statistical Evaluation and Validation of Assessment



Human Assets Promise

Integrating the Human Assets approach to your selection process enables you to predict candidates' **future job performance** reliably, promote **diversity and equality** and leave candidates with a **positive image** of your company.

Human Assets can help you choose the best talent to drive your business forward.

Do your talented people feel nurtured and developed?

Do you make strenuous efforts to identify and actively address any gaps in the performance of your talented people?

Does your organisation possess a development culture that is championed at the highest levels?

Do your talented people work effectively and efficiently together in teams?



Are you

Developing Talent?

Of course you need to make the right choices when you recruit people. But choosing the right person is only the first stage in the process. The best organisations are actively involved in developing their talented recruits. Rather than letting valued employees sink or swim, they are nurtured and encouraged to develop skills and qualities important to individual and company success.

Developing talented people to increase their contribution towards your organisation makes obvious business sense. However, development can be a time-consuming and costly process. How can it be done so that the benefits of development clearly exceed costs? Human Assets prides itself on helping organisations achieve successful development of talented people by using well-researched robust developmental techniques. The investment these techniques require is consistently proven to bring about major, long-term returns.

The Human Assets Approach

Developing Talent

Human Assets tailor a number of carefully constructed and thoroughly researched development methodologies to suit your needs.

These include:

- 360° Development and Insight Matrix™**
- Feedback and Appraisal Systems**
- Executive Coaching**
- Personal Development**
- Development Centres**
- Team Building**
- Leadership Skills Workshops**

Human Assets Promise

Human Assets guarantee that any development solutions they create will be tailored specifically to reflect your needs and culture.

Human Assets can give an **objective overview** of your staff's **strengths and development needs** and work with them to devise **continuous development plans** to **maximise your existing talent**.

Human Assets can help you maximise talent to achieve and sustain competitive advantage.

Do your talented people feel inspired to go the extra mile?

Does your talent retention make your competitors jealous?

Do you have a successful senior executive succession plan in place?

Do you know what motivates each of your talented people?



Are you

Engaging Talent?

Engaging your talented people and making them want to stay with you and give their best is perhaps the greatest challenge facing any organisation today. Unfortunately, in today's highly competitive business climate, far too many organisations find that their talent retention rate is too low and that the investment they have made in recruiting and developing these people is, in effect, wasted.

Engaging talent is essential. You must aim for the kind of commitment that leads to talented people offering 'over and above' levels of performance in their jobs. You can never force people to perform to their highest level. What you need to do is make them want to perform to that level.

All organisations know the substantial costs of staff turnover, yet few actively and effectively address it. Human Assets will help you take every step to keep your talented people motivated, performing to the peak of their abilities, and wanting to stay with you.

The Human Assets Approach

Engaging Talent

Human Assets offer a variety of **talent management** methods tailored specifically to address motivation and retention issues.

Our consultants have a **wealth of knowledge** and experience of **proven robust techniques to motivate and retain** your staff.

These include:

- Defining talent strategies**
- Instilling a talent management culture**
- Pinpointing what motivates people**
- Improving your 'employee proposition'**
- Auditing employee satisfaction**
- Designing career paths**
- Succession planning**

Human Assets Promise

Human Assets' grounding in business psychology means that all the consultants are experts in human interaction with leading expertise in the field of employee motivation and retention. All the tools and methodologies that Human Assets implement originate from **robust psychological and business principles** around what drives people to succeed.

Human Assets can help you retain and motivate talent to maximise business performance.

What distinguishes Human Assets?



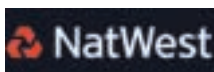
"Human Assets consultants possess technical depth and subject knowledge."

HR Manager
ExxonMobil



"Human Assets have the ability to develop a customised approach and offer pragmatic solutions, rather than imposing standard products."

Head of Recorder Branch/Competition Manager
Department for Constitutional Affairs



"I have encountered the same high level of attentive listening, flexibility and true understanding of my needs as a client from everyone I have met from Human Assets."

Senior Consultant
Training and Development Consultancy
NatWest Bank



"Human Assets consultants explored a new competency based initiative in a thoroughly professional manner, through contacts with a range of staff within our organisation. They have been extremely flexible in fitting around our time scales."

Director of Personnel
The National Trust



"Human Assets were highly approachable and were willing to 'go beyond the contract' to provide excellent customer service."

HR Manager
GCHQ



"We have been extremely impressed by the expertise and professionalism of Dr Woodruffe and his team."

Senior HR Manager
States of Jersey

Specialists at your service

All our consultants are specialists in the field of business psychology. Their experience ensures that the advice and implementation we offer you is both state-of-the-art and practical.

Bespoke solutions

We don't offer packaged solutions or off-the-shelf answers to our clients' challenges. Why? Because we firmly believe that the complexity and importance of our clients' needs deserve a bespoke response. By offering this response, we create a perfect fit between our clients' needs and our solutions.

Commercial savvy

While it's true that our backgrounds are in psychology and that we are proud of our academic credentials, we are thoroughly aware that our clients seek practical and positive solutions that will work in a commercially rigorous environment. Our team of consultants has a broad range of business experience both in the public and private sectors. Drawing on this extensive 'real-world' experience we can advise on the right solution for clients which will fit in best with their commercial objectives.

Strategic focus on targets and results

Our work is all about helping our clients to become ever more successful at choosing, developing and engaging talent. At the start of any project, we work with our clients to set clear targets and objectives reflecting the overall aim of the activity. We ensure that, whatever obstacles and challenges may lie in the path of the initiative, we bring our clients the truly effective solution that they need.

Return on investment

In these days of cost constraints and necessity for financial justification, our clients need to ensure that every people-related initiative on which they embark brings a tangible return on investment. Our strategic planning of client projects and targeting of objectives ensures that the return on investment is always maximised.

Adherence to all relevant professional codes of ethics

As leaders in selection and development, we are represented on a variety of highly credible professional bodies including the British Psychological Society (BPS), the Chartered Institute of Personnel and Development (CIPD), the Association of Business Psychologists (ABP) and the European Association of Work and Organisational Psychology (EAWOP).



"Human Assets are that rare breed of consultants who offer insight based on experience and technical know-how as well as being a pleasure to work with."

Internal Occupational Psychologist
Department of Work and Pensions



"Commitment, involvement, flexibility."

HR Manager
HSBC



"Ability to 'hear' what clients are saying and respond accordingly."

Project Manager
British Airways



"NHBC has used Human Assets on a variety of projects and has been consistently delighted with their work."

Head of HR & Business Planning
NHBC



"Human Assets has enabled us to select top quality graduates and their thorough assessor training has also provided our line managers with skills they now use every day in their work."

Personnel Manager
Customer Service Business Unit
Electricity Supply Board



"Human Assets have the ability to grasp the requirements of an esoteric job and tailor assessment exercises to measure the relevant competencies. We were more than satisfied with the service offered."

Recruitment Manager
Waitrose

Complete control remains with the client

When clients work with us, they retain complete autonomy over the project, including ownership of the products and materials with no additional licensing fees. We see the consultancy relationship as a partnership with overall control remaining with the client to ensure they are guiding their own HR strategy.

Flexibility

We are extremely flexible in our approach to working with clients. We understand that many of our clients work with us not only to guarantee themselves a high level of expertise, but also to take some of the pressure off internal HR staff. Our professional, flexible, committed and timely approach ensures our clients can utilise their resources to best effect.

Good listeners

We know how important it is to listen in a very focused and attentive way to our clients' needs. Every client organisation is different, not only in terms of strategy and business drivers, but also in terms of organisational culture. We ensure that all our psychologists have the clearest understanding and appreciation of the client's specific needs before our intervention begins in earnest.

Commitment to a long-term relationship

There's no better testimony to our effectiveness and professionalism than our sincere commitment to building long-term relationships with clients. The majority of our business is repeat business. We aim to build and maintain first-class professional relationships to ensure that our clients enjoy a consistently professional and dedicated resource.

Guaranteed knowledge transfer

We involve our clients at all stages of a project and make active efforts to ensure all work is transparent and understood. As part of the service, we train key internal people and take pride in ensuring that knowledge transfer takes place smoothly and effectively.

Independence of perspective

We are completely independent and are not tied to any particular product or psychometric solution. What does this mean for our clients? It means that we are not compromised by having any vested interests in recommending a packaged solution to a client's problem. Instead, we can choose the method that is absolutely right for the client in question.

Your expert bespoke resource for choosing,
developing and engaging the talent you
need to maximise your commercial success

For more information on
our services:

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Email: enquiries@humanassets.co.uk
Call: +44 (0)20 7434 2122

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