

Athletics TraitSet® is Better Illustration

Here is a document that should help distinguish **TraitSet® Behavior Assessments** from all others.

What they are unaware of is there is a huge problem with their approach.

The analogy is a test for athletic ability where the test gives you a **SINGLE** score called athletic ability. You want a person who can run, jump, is strong, coordinated, has endurance and so on. The person takes the test, they add up all the scores and s/he gets a single score called athletic ability. We all know that as each score increases and as all scores increase, athletic ability increases as well. Even if they give some questions (based on triggers) like how fast can you run? It is still the same test and **MOST** companies will be disappointed with the results because...

While there is an **athletic score**, there is usually no **TOTAL** athlete in the real world. That is because most professional athletes play baseball, basketball, football or golf. So what you need to do is break out the attributes and let the **COACH** (who knows what the **TEAM** sport is and what **PARTICULAR** abilities are critical to their sport) build his/her own profile from the **overall Attribute** list. It can look like this:

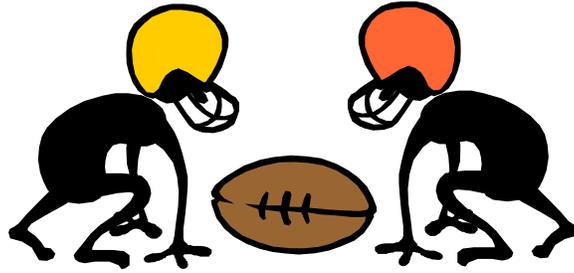
Football: Strength, short fast runs, agility (are most key)

Basketball: Running speed, endurance, jumping (are most key)

Here is what goes wrong all the time. A football team uses the test and gets a moderate score, screens the person out and actually their **HIGHEST** scores were in the 3 areas that applied to football. That was a bad mistake. A football team candidate gets a high score but his **LOWEST** scores are in the 3 major areas that applied to football so the person is only a "marginal football player." It is pretty easy to see why the one score; **ATHLETIC** ability doesn't work very well but does work some of the time. If you had nothing else, this would be good but it can be so much better.

Now what if the Coach had (1) access to the subscale scores and (2) knows what subscales apply? Now s/he will do a much better job because they are using the Actual selection criterion (e.g., the 3 or 4 subscales) and **NOT** just the overall score (e.g., athletic ability).

The analogy goes even further. In football there are several positions with different attributes (but still greater similarity than what the golf coach might want) so the coach can accept certain **Football STYLES** and use the candidate as a Tackle, Quarterback or Tight End based on their **SPECIFIC** athletic attributes. By analogy there will be certain selling styles that may work at Company "X" (e.g., various football positions) but there will be other selling styles that may not work at all (e.g., swimming attributes) but yet the candidate can **SELL** (e.g., have some athletic ability). The single score (sales or athletic ability) will give you very mixed results for these "now obvious" reasons.



Actually in companies this is even **MORE critical** because most Coaches in most sports are much better at selecting attributes that lead to success (they are easier to objectify – time for running the 40 yard dash) and they can recognize the individual skills and automatically break them out.

However, in company selection, the companies stop at the level of, **“Can s/he sell our product?”** and this is a big mistake because it is the same as, **“Is s/he an athlete?”** Many companies don’t even have a good handle on what sport or position the person is best suited for! This is because personality attributes are more difficult to measure and are “sloppy” (greater variance/interpretation) but they still result in a dramatic improvement if you can (1) isolate them and (2) know exactly what you are looking for. This is why when a company **MEASURES** those who already experience some success, they get a better screen.