

TwoB-R



Identify and develop potential!

YOUR EXPECTATIONS AND REQUIREMENTS

You want to:

- Increase the reliability of your processes to **identify and manage potential**?
- Measure an employee's potential to **take charge of a complex area** of which he/she has neither experience nor knowledge?
- Identify **the employee's potential to influence** and his/her **decision-making skills** (important areas for managerial and leadership positions)?
- Assess an employee's agility of mind and potential **effectiveness in an uncertain and changeable environment**?

>> **Try TwoB-R!** Based on a **cognitive behavioural approach**, TwoB-R has been designed to look at those critical areas now essential to an organization in a new light. TwoB-R is an innovative and unique product: a valuable aid **in detecting and developing potential**.

AN EFFICIENT DIAGNOSIS OF INDIVIDUAL POTENTIAL

Empirical research was carried out with different organizations to determine the skills that are particularly critical in assessing potential in the workplace.

The results were classified to reduce the skill sets to **four measurable categories aligned with the current environment**:

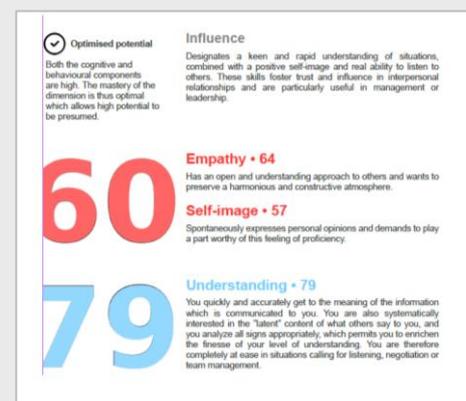
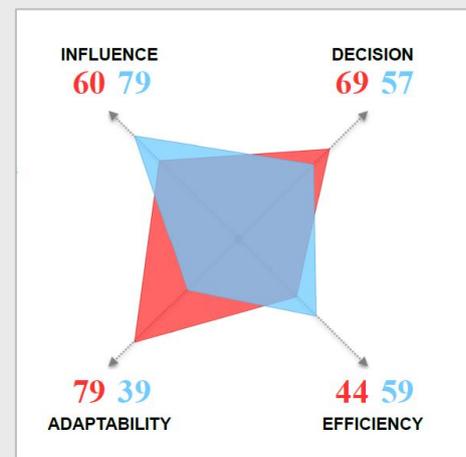
- Influence
- Decision
- Effectiveness
- Agility

For a detailed interpretation of potential, each of these four categories is assessed, **firstly in terms of behaviour**, and **secondly in terms of cognition**.

TwoB-R helps you to interpret **similar or different scores** in the two areas - behavioural and cognitive – in terms of types of potential:

- ✓ Optimised potential
- ⚡ Under-used cognitive potential
- 🕒 Compensated cognitive potential
- ⚠ Potential to be developed

The measures are standardized based on a population of **3700 professionals**.



USE IN PRACTICE

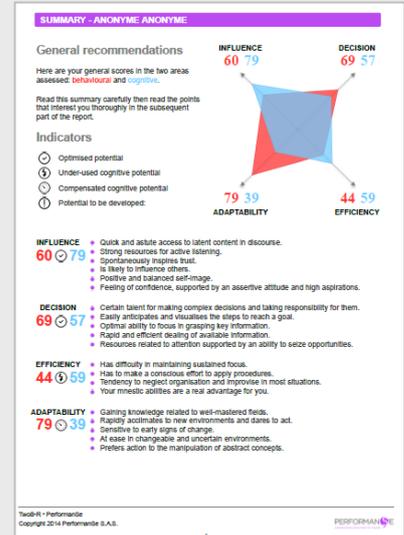
1 A **self-assessment questionnaire**, looking at self-image, is used to evaluate behaviour patterns and key drivers for workplace motivation (10 min to complete). **Amusing interactive exercises** corresponding to real situations and involving very many intellectual skills (30 min to complete)

2 The results are presented in a **customised report**, with a summary of scores and interpretation keys to help in decision-making.

For each of the four categories:

- **An explanation of the scores** (behavioural and cognitive)
- **Indicators of the candidate's potential**
- **Practical advice** for the subject, to help them make progress when their behaviour and cognitive potential are not aligned

3 A **feedback interview** for further diagnosis and to orient the development approach effectively.



SHARED BENEFITS

