



Human Capital Analytics From Barr Associates

A 2010 poll by McBassi & Co. on organizational areas of focus where Human Capital Analytics can have a positive effect resulted in these responses from 85% of the respondents:

- Employee engagement/commitment
- Employee retention
- Leadership effectiveness

The single highest priority for improvement (41%) was leadership effectiveness.

Defining the “New Normal”

The economic situation combined with the shift to a knowledge-centric workforce requires that we do more with our people. From an organizational perspective, this means that figuring out how to work smarter is far superior to being forced to work harder. This is precisely where human capital analytics is most powerful because it provides the insights necessary to enable organizations to work smarter.

Get to the truth

In all employment situations, there are 4 aspects to the role:

- What the role requires
- What the role provides
- What the person requires
- What the person provides

Through scientifically validated human capital analytics available from Barr Associates, you can get to the truth about the individual beyond what you can learn through a resume, an interview, and a background check. You can design teams based on functional areas and talents. You can address issues and problems with people who have the talent to work toward a positive solution.

44% said they'd look first to a firm with a specialty in analytics for assistance.

Barr Associates specializes in human capital analytics. Working with Barr Associates is like this:

Sue Hays Barr is certified in the administration and interpretation of 3 scientifically validated assessments. Each assessment will take you approximately 20 minutes to complete on-line. You can use one or all three depending on your situation. Sue receives your report as soon as you submit your assessment. Your results interpretation debrief will be scheduled once your assessment(s) are submitted based on your availability. Sue can debrief you on the phone or in person depending on your personal situation.

The WHAT, WHY AND HOW

The areas cited by the respondents in the survey noted above are very traditional areas for analytics. In addition to these areas, the analytics tools available from Barr Associates can and should be used for assessing key organizational outcomes like sales and quality. It could be expected that those executives who are using analytics for organizational outcomes could be in a position of competitive advantage over their peers whose commitment is lacking.

WHAT: Attribute Index is based on the work of the late Dr. Robert S. Hartman. The science on which this assessment is based is called *axiology*, and it studies WHAT are a person's natural talents. There are 3 sides to reality which humans can see. We can see the structure of a thing, then the application of that thing, then the individuality of that thing. Through Attribute Index, you will understand your talents in these areas and learn how to apply them to every day situations.

Here is a testimonial from Denise, an executive in Texas:

I will definitely implement these results in my company, and only wish (Barr Associates) was around years ago to provide this service! Thank you for helping assess our skills and providing insight into potential areas of growth.

HOW: DISC Index is the most contemporary interpretation of Dr. William Marston's work available on the market today. DISC helps you better understand how you prefer to use your natural talents and helps you become more effective in several key areas including:

- Interpersonal and Intrapersonal Communication
- Goal Achievement
- Job Selection
- Performance Management

WHY: VALUES Index is the latest interpretation of the work of Drs. Eduard Spranger and Gordon Allport and their study of human values, motivation, and drive. The VALUES Index is the most contemporary interpretation of these theories available on the market today. You will better understand why you are driven to use your natural talents, what you are most drawn to, and where your passions lie. Your VALUES Index can be used for:

- Setting and achieving goals that are inspirational
- Creating roles that align well with motivations
- Job selection