

Use your
imagination in

2012

Birkman Method®
services from Elaura



2012 will be a tough year in HR.



Your internal clients are trying to deliver strong recovery, against a backdrop of ongoing uncertainty engendered by potential bank and country defaults, political turmoil and the threat of financial contagion between regions.

Their tolerance for talent management programs of possible benefit in the medium to long-term will be very, very low.

Their expectation will be for real-time delivery of the right talent for the right roles, with zero defects and no time for apologies. Right now.

Imagine that...

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So **imagine this...**



Imagine a single tool, which you deploy just once per employee (anywhere in the talent management cycle), and then use forever.

Imagine that it helps you unfailingly to put the right people into the right seats, right now - and then to develop them to their full potential.

Imagine that it enables you to build high-performing teams for every task.

Imagine that it also allows you to map the power and potential across the whole organization, in order to meet any challenge.

Now imagine that it costs less than an average day's salary per person to deploy and can be turned around on a same day basis...

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STOP Imagining: in 2012, deliver...

- Faster, more accurate **selection services**, matching talent to opportunities throughout your organization
- Improved **retention** of mission-critical talent
- Practical **career development** support for individuals
- Effective **support to line managers** and team leaders
- Increased **delivery of outcomes** by teams of all types
- Powerful **performance management** diagnostics
- More successful **OD** programmes and interventions
- Meaningful, objective **organizational data** to your senior managers

... and **save time and money** while you do so.



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How?



Elaura's Birkman Method® services give you fast, accurate acquisition of data on motivation and performance that is:

- non-judgmental, objective and stable across time and changes in role and circumstance
- powerfully insightful for individuals and their managers
- aggregates meaningfully to any level of the organization (small team, department, division, country, global)

Transform the quality of your decision-making at all levels, from recruitment selection to M&A and beyond; and unlock the power of your talent in tough times.

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what is the Birkman Method®?

- **accurate**: an objective, **non-judgmental** personal assessment tool with 60+ years of track record around the world
- **available**: administered by means of an **online** Questionnaire, available in 17 languages and taking 30-40 minutes to complete
- **fast**: download detailed reports and data within **5 minutes** of completion
- **stable**: excellent profile stability at intervals up to twenty years; this is truly a “**deploy once, use forever**” tool
- **empirical**: based on extensive, ongoing experimental **observation**, not a theory (which is where most assessments begin)
- **calibrated**: individuals are matched against the whole population, so a particular score always has **the same meaning**, across all individuals
- **social**: presents the individual as they will respond in **social and organisational contexts**, not just in isolation

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why Elaura?

At Elaura, we have:

- **experience**: over a decade of experience with the Birkman Method®
- **focus**: application of the Birkman Method is **all we do** (so we can work happily with your other suppliers, e.g. recruitment agencies, executive search, etc.)
- **track record**: 2500+ individual and corporate clients
- **depth**: Elaura has Birkman Learning Partner status, so we can help you **build in-house capacity** as well as serve you ourselves
- **cost-effectiveness**: our offering is built around a **self-service model** (Birkman report plus Elaura's online video resources and apps) to keep your costs extremely low without compromising quality or effectiveness
- **transparency**: all our clients in 2012 enjoy a **single low price point** for data collection plus Birkman report (GBP105+VAT for UK/EU, SGD220 rest of world)
- **value-adding services**: available via a network of trusted associates we have trained and/or worked with in **Europe, Africa and Asia**

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your next step

Give your imagination a rest for now, and **experience Elaura's Birkman Method** services for yourself.

(Although as soon as you do, we know you will begin imagining just how much you can accomplish in 2012)

And here is a **great offer**: if you have a decision-making or recommending role over HR procurement in your organization, just **purchase a Birkman** report for yourself (GBP105+VAT in UK/EU or SGD220 elsewhere) and we will include, **free of charge, a one-on-one interpretation session by phone.**

Act now! Email corporate@elaura.com to order your Birkman Report



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manage your talent