

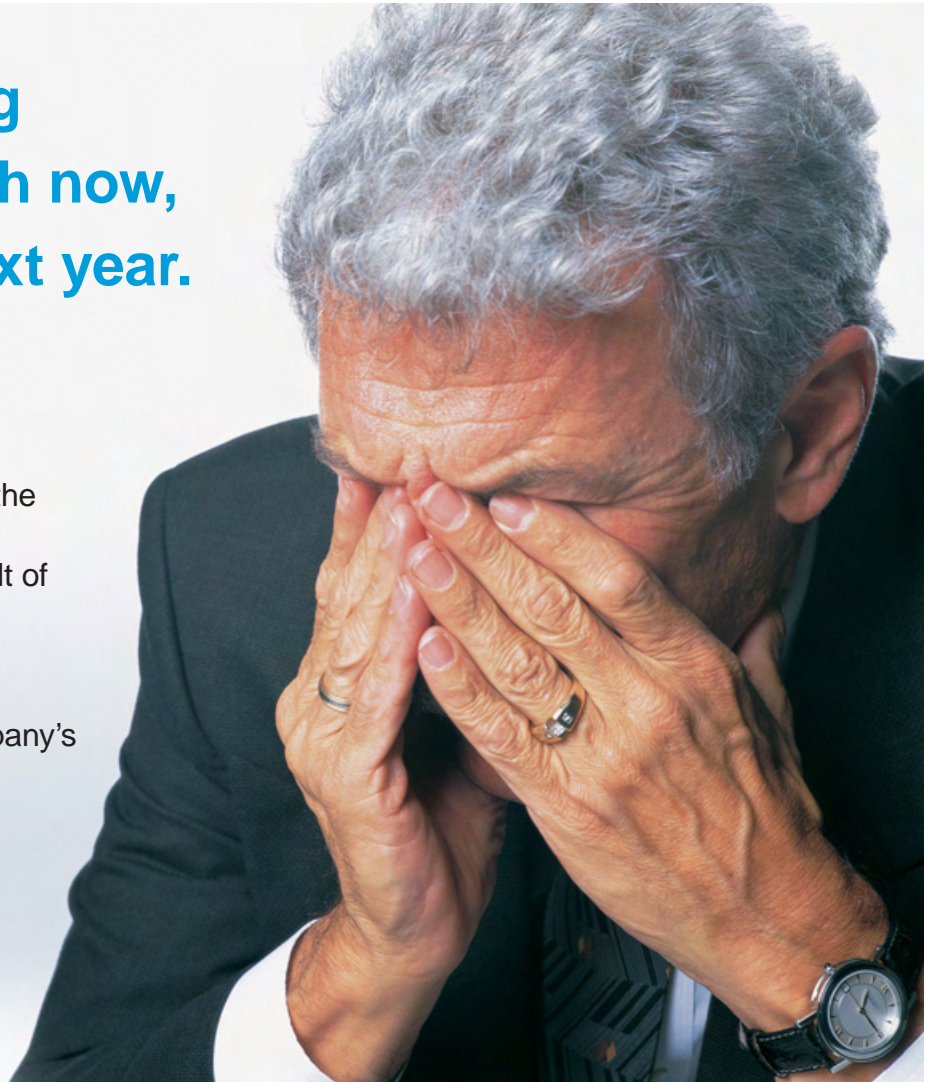
WorkForce Analysis Profile™

A Business Reality Check

**If you think doing
business is tough now,
just wait until next year.**

It's time to reclaim your share of the
annual \$350 billion lost as a result of
employee disengagement.

Learn how to increase your company's
workforce effectiveness and
employee engagement.

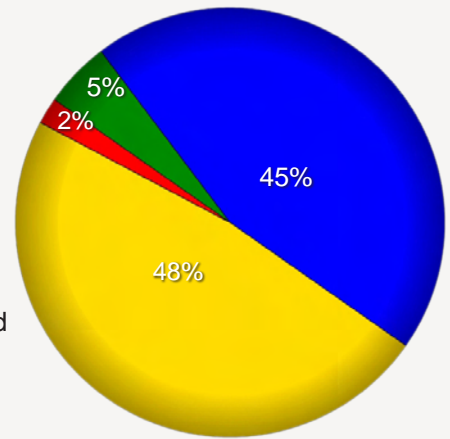
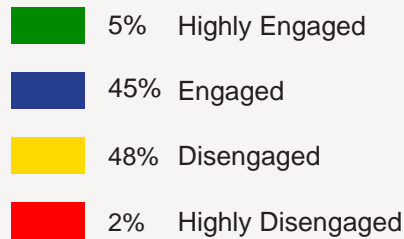


Understand the workforce crisis and its relation to your current workforce.

Profiles International
imagine great people™

You may have an employee engagement issue and not be aware of the situation.

Our study shows that more than half the people employed today are not engaged in their work.



Comprehensive Information

How well do you know your workforce?

Successful businesses are finding it more important than ever to understand the motivation, needs, and intentions of their employees and to translate this information into policies and practices that build efficiency and effectiveness. The WorkForce Analysis Profile™ is the first step in strengthening a company's workforce and eliminating many of its persistent and expensive problems.

The WorkForce Analysis Profile™ was developed as the result of a \$2.3 million study that surveyed almost 8,000 employees representing a cross-section of major industries. These individuals were matched to the national population so as to be truly representative in regard to gender, age, ethnicity, income level, and job title.

Twenty-four major corporations were involved to ensure that the survey was on target with their reality. The process produced an accurate and comprehensive look at workers and established national norms for mission-critical characteristics.

Workforce Segmentation

One of the findings is that employees can be classified into six segments. They are as follows:

Detached Contributors – 15% (national average)

These people see the value work for its near-term economic benefit.

Stalled Optimists – 19% (national average)

For this segment, work is a source of livelihood but not yet (or not currently) a satisfying priority in their lives.

Maverick Contributors – 15% (national average)

Work, for Maverick Contributors is one of the multiple opportunities they have for change and excitement in their lives.

Self-Empowered Innovators – 14% (national average)

To them, work is about creating something with lasting value beyond themselves.

Fair & Square Traditionalists – 20% (national average)

Work is about upward mobility – a predictable upward mobile path to success.

Accomplished Contributors – 17% (national average)

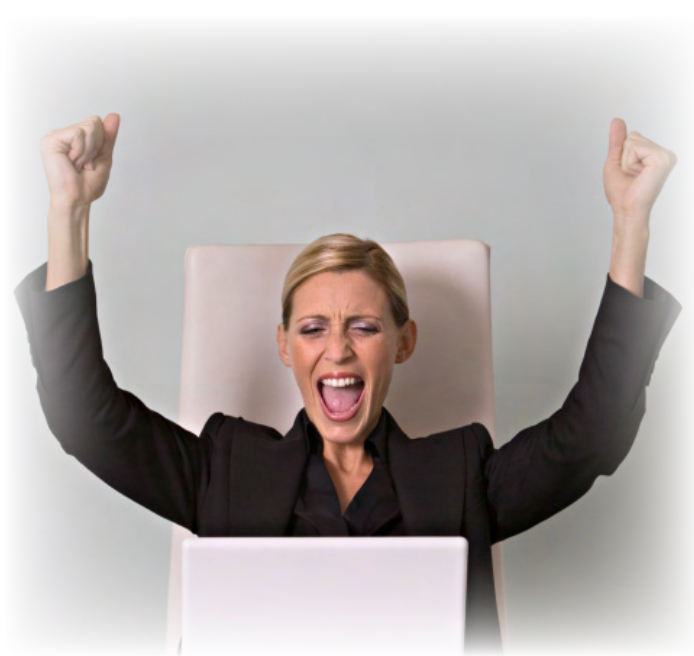
For these people, work is an opportunity to be a valuable part of a winning team.

What is an Engaged Employee?

The study also found that when employees are “engaged,” they are excited and enthusiastic about the work they do and they are focused on accomplishing the task at hand.

- They are not easily distracted and will work extra hours if that’s what it takes to complete a project.
- They eagerly volunteer for difficult assignments, routinely producing significantly more than their job requires.
- They also encourage coworkers to achieve higher levels of performance and seek ways to help them accomplish projects and tasks.
- Engaged employees are proud to be members of their organizations. They are advocates of their company’s products and services and they are very likely to stay with their company.

Do you want that kind of employee?



Competitive Advantage

A business with a highly engaged workforce has many advantages over its competitors:

- On average, they rate 86% higher with their customers
- They have 70% more success in lowering employee turnover
- They are 70% more likely to have higher productivity
- They enjoy higher profitability, have better safety records and deliver greater earnings per share to their stockholders

The Cost of Disengaged Employees

Conversely, companies that lack a workforce that is highly engaged suffer with a multitude of problems that never go away. Too often they surrender to their condition and accept it as the normal way to do business. They tolerate excessive employee turnover, average job performance, and situations that cause conflict and stress. It is estimated that employee dissatisfaction and disengagement cost American businesses between \$254 billion and \$363 billion every year.

Adjusting to the Workforce Crisis

The workforce is constantly changing and being a leader means anticipating trends, not just reacting to them. The “baby boomers” are leaving the workforce in growing numbers and they are not being replaced. Today, there are already more than a million jobs that cannot be filled with qualified people. Employee attitudes are shifting, too.

- Fewer employees want to accept more responsibility in their jobs.
- Among men, those wanting greater responsibility slipped from 68% to 52% in the decade between 1992 and 2002.
- Among women, the decline was from 57% to 36%.

A Road Map to Solutions

The WorkForce Analysis Profile™ is your opportunity to know your workforce and design a plan for improving employee engagement. You will be able to differentiate what individuals want from work so you can shape work experiences. The process can empower your managers to increase their effectiveness and improve your organization’s overall productivity.

The WorkForce Analysis Profile™ empowers you by supplying more information about your workforce that you can use to lead your company into the future with confidence and enthusiasm. Employing this method encourages you to create a vision and to plan for the success of your business.

Building a high-performance, fully engaged workforce means an organization must analyze and prepare a plan to attract and retain the best employees who will become engaged and deliver results.



Act now to enjoy the benefits offered by the WorkForce Analysis Profile™. Your Profiles International representative is eager to be your partner as you strive to conquer the challenges of the future.

For more information, contact:



Profiles International
imagine great people™

