

Identifying Potential for Success

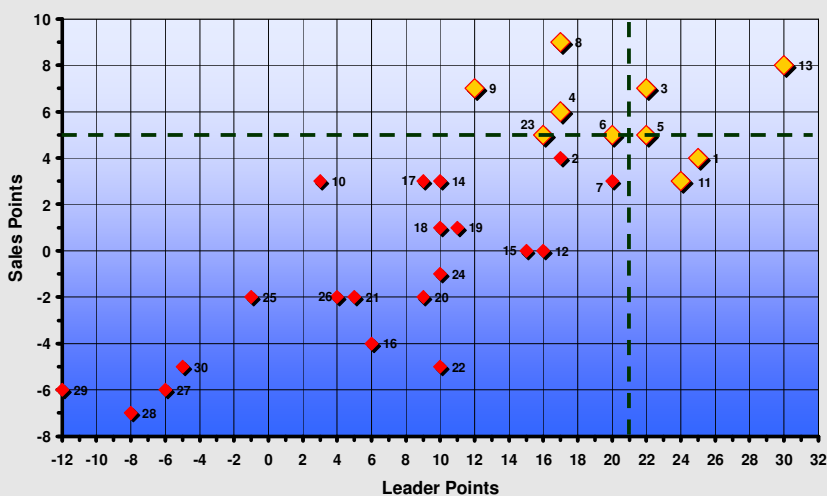
By using the Garuda Profile it is not only possible to uncover a person's basic, inner personality in detail, but also to identify individuals with high potential for top achievement e.g. as sales people, or finding candidates with the right profile for top performance as leaders.

The Garuda Research Institute has analyzed the answering patterns of more than 50,000 leaders and correlated the data with their abilities to create results. A similar analysis has been done with the profiles of several hundred Japanese sales people in order to find the characteristics of a successful sales person.

Since a Garuda Profile respondent always has to select one statement to agree with and one to disagree with in a group of four, all individuals consequently generate a different answering pattern; a unique selection of statements that they have chosen to react to.

By comparing this answering pattern with that of a top leader or a top sales person, it is possible to calculate the hit rate trait by trait. One point for picking the "right" statement and agree/disagree as the top achiever does and minus one point for picking the "right" statement but agree/disagree contrary to the top achiever.

Service Company: Leader and Sales Points

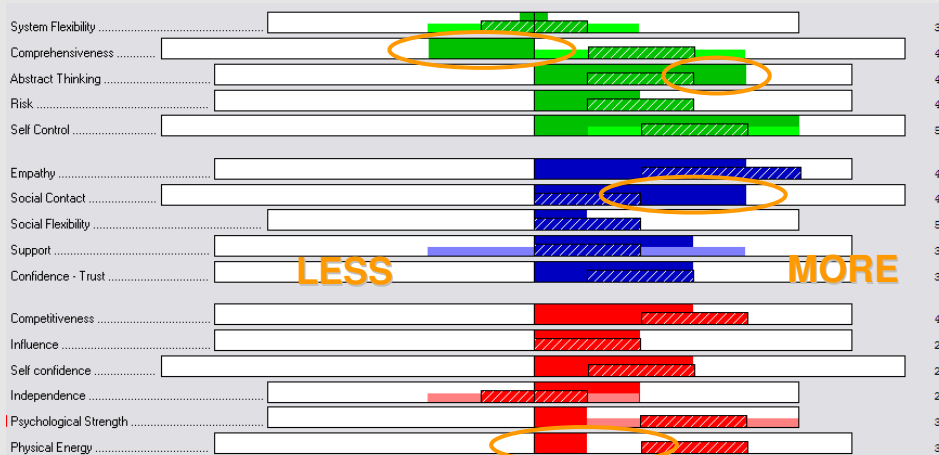


When plotting Sales points on one axis and Leader points on the other, a graph like this can be drawn, clearly showing who has a strong potential for Salesmanship or for Leadership - as well as those who score high in both areas.

Sales points over 5 indicate good potential for real top performance. Scores between 0 and 5 may indicate limited potential, while persons with scores below 0 should most probably not try to pursue a sales career.

For Leader points, the average for top people is 21, with the highest scores a bit above 30. High minus scores tells that the person has selected the "right" statements but almost consistently agreed/disagreed contrary to what the top achievers do.

When looking at one individual, number 3 in the graph above, and comparing his graphical Garuda Profile with a Top Leader Benchmark profile, it is easy to see any deviations from the "ideal" profile.



The wider, dark bars show the strength grading of each trait; more to the right and less to the left. The narrower bars, striped in their central part, represent the benchmark Garuda Top Leader Profile.

The Gaps between the "Ideal" profile and the individual profile are, in this case, just minimal, with some traits the scores are a little overshooting, while some others are lower than desirable. Comprehensiveness, Abstract Thinking, Social Contact and Physical Energy are thus areas to look at more closely in order to assess possible consequences for his level of professional success.



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