

# **PRISM** Talent ☆ Finder

*The online recruitment solution for the 21st Century*

*Customer Views .....*



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Customer satisfaction is at the core of what we at **PRISM Talent Finder** do and customers' views give us a live insight into their experience of working with and using our services. Continuous improvement is important to us as a company and our customers' views are invaluable, their comments enable us to get a better understanding of their real needs and their expectations.

The following pages contain a short selection of comments made individuals from wide range of businesses and organisations that have used **PRISM** to enhance their hiring processes.


# Customer Views

<b>Reed Sylvester</b> <b>Barclays Bank</b>	
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"I have used *PRISM* in three different major global financial organisations spanning approximately 10 years.

*PRISM* is a really effective instrument. I have used its job benchmarking application mainly for private banker, sales and HR related roles, but it works equally well with any job. In recruitment one of its biggest benefits is being able to create a job benchmark with several people inputting their views to produce an accurate, measurable 'map' against which prospective candidates can have their own personal profile compared. This enables recruiters to identify how suitable each candidate is for the job and to ask well-informed questions during the interview process about any areas of mismatch between the candidate and the job benchmark. The process can also help to create development plans for new recruits to help close those identified gaps. Also, once recruiters know the key behavioural needs of a role, they can build development programmes to enhance the employee's capability in those behavioural areas.

The possible outputs from *PRISM* are endless – no two people have the same profile. The reporting system is very detailed and goes into a variety of areas of interest e.g. Work Preferences, Aptitude, Emotional Intelligence, Work Environment match etc. The wheel chart and colour-based system is very simple for end users globally to understand their profile. I have never had a problem with the understanding of the content from a user irrespective of his or her cultural background. I have no hesitation in highly recommending *PRISM* to anyone in business."

<b>Keith Svendsen</b> <b>Vice President</b> <b>Maersk, Copenhagen</b>	
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"As the world's largest container-shipping company Maersk Line embraces diversity because the company believes that diverse minds make better decisions that are better for our customers, our business, and our employees.

This means that we have to see how people from very different backgrounds and skills can work together to create the successful teams and the organisation that is Maersk Line. As a result of this, Maersk was introduced to *PRISM* Brain Mapping in 2005 and in the years that followed the instrument played an important role in the training of Maersk Line staff, ranging from Officer Cadet Induction to the building of operational teams, commercial teams and Senior Officer Development.

I personally used *PRISM* and its applications when I was Fleet Manager of Maersk Marine Service, and later with my team as the Managing Director for Maersk Line covering the Black Sea and later in a similar role as Managing Director for Maersk Line in China. I found its team performance diagnostic capability invaluable and a great starting point for building high performing Leadership teams.


In my experience, *PRISM* helps individuals to understand and manage effectively their behavioural strengths and weaknesses. *PRISM* is easy to understand, it is cost effective and easy to implement by people from very different backgrounds and cultures. It also helps them to understand the behavioural requirements of specific roles and how to capitalise on individuals' differences to create high performance teams. Success comes from placing the right people in the right jobs and from creating a culture of continuous performance improvement driven by a desire to succeed. *PRISM* has an important part to play in that process."

<b>Jacqui Knight</b> <b>Global Head of Development</b> <b>Control Risks</b>	
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"*PRISM* is used extensively throughout our company for both recruitment and development. I have been a Certified *PRISM* Practitioner for over six years and I value the tool very highly in both these areas.

We also use *PRISM* globally for recruitment because it provides a more scientific and measurable way to understand and probe personal fit for roles. We have benchmarked a wide range of internal roles by working closely with the departmental managers and we have also profiled departmental or project teams to understand better the individual requirements of the person being recruited. Used along with other recruitment and assessment techniques *PRISM* helps us to match candidates with roles and teams much more effectively.

I have no hesitation in recommending the use of *PRISM* for recruitment and development in a global organization."

<p><b>Terry McIlkenny</b>  <b>Mitsui Sumitomo Insurance</b></p>	 <p>Mitsui Sumitomo Insurance</p>
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I have used *PRISM* Brain Mapping for over 15 years.


In my experience, *PRISM* is a remarkable tool in that it enables people clearly to articulate their behavioural preferences, strengths and those specific aspects of behaviour they may find challenging at a subconscious competence level. The process enables people to spend time gaining a greater understanding of themselves in a simple and non-threatening way.

From a recruitment perspective, benchmarking a role and pre-assessing a candidate prior to interview enables recruiters to focus their questioning on key areas of possible concern. For me, as someone who takes a strengths-based approach to development and job design, this is particularly useful and makes huge commercial sense. From a development point of view, it all has to start with increasing self-awareness; from a recruitment point of view it is all about synergies and best fit. *PRISM* ticks all these boxes.

Over the years, I have conducted *PRISM* profiling at all levels, including with senior management teams. To date, within Mitsui Sumitomo Insurance some 60% of all employees have been profiled. This enables us to explore team dynamics; this historical data also enables us to determine the potential synergies and impact of new recruits into the team.

I have used many tools over the years but I keep coming back to *PRISM*, I rate it well above all other instruments. *PRISM* is dynamic. It is easy to keep alive, to embed the language of colour into the culture of the organisation. It helps people to understand value and embrace behavioural diversity. It helps people to become more respectful of difference.

I have benchmarked many different roles using *PRISM*, from Bankers to Underwriters, from Actuaries to Accountants and everything in between. It is remarkably easy to use and highly accurate. Once there is an understanding of the tool a good practitioner can facilitate a discussion of benchmarking any role in *PRISM* terms."

<p><b>Lynne Plater</b>  <b>Internal Consultant</b>  <b>HSBC</b></p>	 <p>HSBC</p>
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"I have been a Certified *PRISM* Practitioner since 2005, using it extensively as Senior Learning and Development Manager and, more recently as an Internal Consultant, to

HSBC. I also use it in my role as an Independent Consultant and Business Adviser to a wide variety of businesses.

Within HSBC, I have primarily used it as a personal and team development instrument. It has been an integral part of a pan European Leadership and Sales Management Development Programme Curriculum and with Call Centres. *PRISM* was widely used across geographic and business cultures.

As an independent consultant, I am currently a supplier of *PRISM* to a FMCG and a food safety specification and testing company. *PRISM* is used initially within their recruitment and selection process. Each potential new recruit into their business completes a profile and is compared to a role benchmark before attending an interview. The profiles are used to tailor the interview in order to help select the most relevant candidate. A suite of benchmark profiles has been created for roles in IT, Sales, Operations and Finance. The company builds on-going development plans using *PRISM* profiles. The value *PRISM* adds to their recruitment process is to focus the time spent with the potential candidate and to tailor the conversation to ensure that the person most likely to be successful is recruited into the role.

I would recommend *PRISM* Brain Mapping as an effective instrument without hesitation."

<p><b>David Mellor</b> <b>Associate Director</b> <b>Cass Business School</b></p>	 <p><b>Cass Business School</b> CITY UNIVERSITY LONDON</p>
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"I have been using *PRISM* for over six of years now, both as an Associate Director at Cass Business School and in my private consultancy. As a result, I have come to rely on it to add value in the key areas of recruitment, mentoring, leadership, team development and consultancy assignments, and to teach adaptive selling techniques. *PRISM* is both easy to understand and use, and the profiles and reports generated are in-depth and informative, surprising users by their accuracy. It is visual, easily understandable, memorable, jargon-free and works effectively across cultural groups.

In recruitment, one of the most common failings is to mismatch a person to the behavioural requirements of the job. *PRISM* enables users to avoid that pitfall. I have used *PRISM* to benchmark a variety of roles, particularly senior management ones such as Sales Director, Chairman, Managing Director, and Chief Operating Officer etc. I am extremely impressed with the reliability and validity of the overall system. I never cease to be amazed at the difference it can make, and I love seeing the real impact it can have on individuals and teams."

<p><b>Erica Stocks</b>  <b>Talent Manager</b>  <b>Goodyear Dunlop</b></p>	
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“Goodyear Dunlop has now been using *PRISM* Brain Mapping very successfully for quite a number of years and we now have a *PRISM* ‘language’ that is understood throughout the Company. Although it is used widely throughout the business, its main applications are recruitment, career development and team development. It has been particularly successful in recruitment where it helps to identify the extent of any gaps that exist between the job benchmark and the behavioural preferences of the candidate. It also helps line managers to identify clearly the critical factors required by specific roles if excellent performance is to be achieved by the post-holder. Overall, *PRISM* brings a much more scientific and unbiased approach to recruitment than subjective judgement, and the instrument’s ‘maps’ help recruiters to target their questions more effectively at the identified gaps. Once the candidate has been recruited, the instrument has lots of additional applications that can be used for ongoing performance management and career development.

We have used *PRISM* for a very wide range of roles including marketing, sales and operations. It is also used at all levels in the Company up to, and including Director level. From a Practitioner’s perspective the use of colour and graphics makes it easy to explain, and the employees find it much easier to understand and remember than the traditional psychometric instruments such as the Myers Briggs Type Inventory.”

<p><b>Brian Bennyworth</b>  <b>Group HR Director</b>  <b>Member of the CIPD Membership Board</b></p>	
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“I have used *PRISM* Brain Mapping for the last eight years, qualifying as a Certified Practitioner in 2006. I have used *PRISM* very successfully in recruitment across a wide range of businesses in both the private and public sectors. It has the ability to map behaviourally individual roles and provide significant insights which have proved highly accurate and reliable, and enabled more successful appointments to be made.

In addition, I have used *PRISM* across different international market areas when recruiting for Sales and Managerial roles, most predominantly in Australia, but also in Hong Kong as well as extensive use in the UK. More recently, I have benchmarked roles in Finance, Communications and Company Secretariat positions, all of which have been greatly aided by the insights provided by *PRISM*.

One example was when we recently selected a Company Secretary whose interview score

was slightly less than another candidate, however he was much closer to the job benchmark and his behaviours seemed more suited to our organisation. He has been a tremendous success in the role and we are confident that without the *PRISM* insights, we would probably have made the wrong selection.

One of the great benefits of the tool is that it is easy to complete and to explain to candidates. In my experience, candidates are really interested in the neuroscience background behind the output. *PRISM* has also been very useful to me as a coaching tool and I have used the 360 degree facility as well.

I sit as a member of the Professional Development Committee of the Chartered Institute of Personnel and Development (CIPD). The exploration and application of neuroscience and associated tools are seen as key to enhancing the strategic ability of people management in the future.

In my professional opinion, *PRISM* is by far the best tool we currently have for these areas of people development; its flexibility and accuracy are better than anything else I have seen over the last ten years."

<b>Major General Roger Lane CBE FCMI</b>	<b>Former Deputy Commander Operations – NATO Mission in Aghanistan and Deputy Commander of the NATO Rapid Deployable Corps - Italy</b>
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"I have used *PRISM* Brain Mapping for the past five years in a wide range of settings from Government agencies to company boardrooms, and no other tool matches it for the ease of use despite its sophistication. Providing a *PRISM* map is like holding up a mirror to their face and gazing deeply into their mind. The colour maps provide such a rich mine of information to support coaching individuals to look for new career opportunities: from recruiting individuals into project teams to optimise team performance, to exploring workplace conflict issues, and to exploring organisational culture. What I particularly like is that the maps provide a "language" for understanding human dynamics which is easy to grasp and I find it has a lasting impact on those who use it. I often find it has become part of the organisational lexicon and used widely. The customer service provided by *PRISM* is excellent too!"