



## ***The Importance of Behavioral Assessments***

By R. Jack Justilian

Because employee cost is fifty percent or more of your total cost you should be using an employee behavioral assessment program. This program will help you lower cost with hiring, promoting, management and leadership development and has been used by some of the top companies in the country.

**A behavioral assessment program** will help your company in the following areas.

**Bench Marking**: What behaviors do the top performers possess that helps them consistently produce more business than the others?

**Define Jobs**: Identify clearly which behavioral demands are required in each position.

**Attract the right candidates**: Used to understand the behaviors and motivations you will need in each position, reducing turnover.

**Select/Hire/Promote**: Interview each candidate much more effectively with behavioral insight.

**Self-Awareness and Knowledge**: Provide all managers with a stronger awareness of their behaviors and those of their reports and provide a road map for professional development.

**Communication**: A behavioral assessment program will clearly indicate how best to communicate with each individual. Managers can leverage this information to focus their training activities to help others embrace knowledge faster, have better retention and understand their personal role in achieving the organization's objectives.

**Coach/Mentor functions**: Impact each individual's performance and understand the right level of guidance and direction each employee needs to keep them excited and enthusiastic about their career. Customizing the level of empowerment to the individual's workplace style and behaviors lets them know that your organization gives them the tools and support to succeed.

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