Presentation for

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What gets measured gets managed

Knowledge worker skills are a critical component of an organization’s success …… but most companies know more about their inventory of office supplies than they do about the skill levels of employees.

What gets managed gets better
Establishing the Objective

What is more important?

• The certification credential

  or

• The value derived from the measurement process

• Training to the test

  or

• Addressing identified skills gaps through the learning process
Objective Skills Measurement

INDIVIDUALS:
- Employees
- Students / Applicants

CORPORATIONS:
- Operations
- Training
- HR

Test Content
Test Engine
Reporting

Data
Objective Feedback
Objective Skills Measurement

- **Train**
  - Diagnose requirements
  - Prescribe learning tracks
  - Reduce costs/demonstrate ROI
  - Optimize training resources

- **Hire**
  - Identify ideal candidates
  - Reduce the hiring cycle
  - Provide instant feedback
  - Over 400 assessments

- **Manage**
  - Identify key personnel
  - Skills gap analysis
  - Develop staffing plans
  - Real-time access

- **Market**
  - Create awareness
  - Competitive differentiator
  - Improve customer satisfaction
  - Increase revenue

- **Motivate**
  - Pathway for growth
  - Personal achievement
  - Increase job satisfaction
  - Continuous Assessment

- **Services**
  - Create awareness
  - Competitive differentiator
  - Improve customer satisfaction
  - Increase revenue
What is a Brainbench Assessment?

A means by which individuals can objectively measure their skills

• Standard assessment serves 40 questions out of a typical item pool of 120 – 250 items
  – Item consists of a sample (scenario), a question, and answers (1 correct, 4 distracters)
• The next question asked depends on the result of the previous answer
• Test adapts to the ability of the test-taker
• Time allowed is 3 minutes per question
• Average overall test time is 45 minutes (approx.)
• Score is on a scale of 1 – 5 (based on number of correct answers and the difficulty level of the questions)
Fast Facts on Brainbench

Over 5,200,000 Assessments Delivered
The only ISO-9001 Certified On-Line Testing Company
Over 420 Certification Exams Addressing Key Job Role Categories

Customer Base
Registered Users  4,300,000
Certifications Issued  2,000,000
Public Transcripts  1,100,000
Corporate Licenses  700

Customer Profile
Fortune 2000
Federal Agencies
Higher Education
“What gets measured gets managed.”
“What gets managed gets better.”