



TTI in the News

FOR REFERENCE

Narrowing the Field

System helps employers find best one for the job

John Leptich

Tribune

November 13, 2004

Most employers let applicants tell them why they are best qualified for a job. But a Scottsdale firm has developed a system it says pinpoints the most capable candidate for any given position.

Bill Bonnstetter of Target Training International invented the TriMetrix™ System, an assessment program that lets employers set a benchmark for specific talents needed for superior performance in a job, then evaluate candidates against the benchmarks.

Bonnstetter, the company's president and chief executive officer, has taught management courses at the University of Iowa and community colleges around the United States. Eight years ago, he reached into his area of expertise and came up with what he thinks is a different way to find a job fit. He said that while other firms have development programs, his is the only one that sets a benchmark for a job by studying the job carefully.

"It came to me that we had to listen to the job," Bonnstetter said. "If the job could talk, it would clearly define the intelligence, the behavior needed to carry out the duties.

"I was looking at a top company out east and saw that their top and bottom performers worked about the same. The brand name of the company was so strong that the weak people could be carried by it."

Bonnstetter developed a system that measures people and positions. He believes setting a benchmark helps reduce turnover, employee development costs and expensive hiring mistakes. His system looks for 37 factors in an applicant or current employee. They include skills such as personal accountability and goal orientation, and values such as utilitarian and high aesthetic attitudes. Factors are arranged in importance and compared with high achievers in similar jobs.

"A vice president of a company who uses our system said, 'For 22 years, we've been doing the same thing and not getting results. In one day, we've discovered our brand is carrying our sales force. This is the first time anyone had the guts to tell us,'" Bonnstetter said. "We told him that he had a C-minus team, and why."



Target Training International

16020 N. 77th Street, Scottsdale, AZ 85260

tel. 480.443.1077 fax. 480.443.0163

www.ttidisc.com

Target Training sells its system to independent contractors, who bring it to companies. Among those who have used the system are Volvo, Mercedes, Prescription-Rx, Kensington Assisted Living centers and a number of Fortune 500 companies.

The system provides employers an initial 10-12 page computer report. It follows up with a 60-plus page manual on how to coach, manage and motivate each individual. A person is assigned to each firm to help implement the system.

Rob Pirnie, vice president of sales for Conference America of Montgomery, Ala., said he was skeptical about Tri-Metrix at first. After five months of use, he's sold on it.

"It has helped us make better decisions about hires," Pirnie said. "When you interview a person over two days, they can make themselves look like the right candidate for the job. This system gives you a window that shows what drives the person and allows you to better see how they're going to operate long-term."

Using the system costs a company \$3,000 to \$5,000 for each position. Bonnstetter said his firm assesses 250,000 positions per month. That includes other assessment products the company markets. Assessments are generated from a questionnaire on Target Training's Web site, www.ttidisc.com. A finished assessment can contain up to seven or eight reports.

"When we look at talent, we want to see what it is compared to the job," Bonnstetter said. "If we see a gap, we can develop a package to concentrate on what the employee or potential employee needs. And, we hold the person accountable. On day one, we tell them what their accountability is and what skills are required. We show them how they compare to high achievers in the same job. If they fall short anywhere, they are given a development plan. Let's face it, in any position, self-management would never come up. It does with us."

--End--