

ADVIS A is about business goals and business people. We will show you how to make sound, people-smart decisions -- with the best results for the organization, and for the people themselves -- using the insight provided by the Predictive Index®.

Visit us online at  
www.advisausa.com

## Record Attendance at Michigan PI® User Group

by Jay Hawreluk, *Management Consultant*

**T**he Michigan PI User Group meeting this fall drew 95 people from 38 different organizations – a record for the fifth annual gathering! The event included presentations by PI clients and myself about a wide variety of management topics.

Here are some highlights:

### Use of PI in the Hiring Process

Ron Smith from Marsh Motors explained how PI has become key to their hiring process and the positive benefits the PI hiring process has brought his organization.

*The beauty of PI is that it helps set people up for success, not failure in the work place.*

### Winnie the Pooh & PI, Too!

Cathy Revord of True Compass Coaching did a very unique presentation on the characters from Winnie the Pooh and the traits associated with each. She then divided up the attendees into groups where they developed each character's PI profile with an explanation of why they determined that profile.

*This is an extremely creative way of teaching the concepts of PI through utilization of a story in which most people know the characters!*

### Implementing PI from the Bottom Up

Lynn Eckerle of First Community Bank told how she changed PI doubters on her management team into supporters. Her example showed a senior manager that was hired against her recommendation and the resultant effect. She

allowed the hire to happen, documented her suggested profile and recommendations and then was able to use PI to obtain buy in when the hired individual began to struggle in their position (and was eventually released) as well as the accompanying costs of the hire that did not fit the profile for this job.

*Use PI, stick to the principles and tenants of PI and be patient! You will eventually obtain buy-in from those who may resist using PI and the value it brings to the organization!*

### Change Management & PI

Nancy Krick of the Bavarian Inn Lodge described the basics of change acceptance and then told how she uses PI information to speed the acceptance of change at the Bavarian Inn Lodge.

*All people accept change; the key is to use PI so that change will be implemented with the most efficiency and the least amount of resistance!*

### EX3.I.S.T.

Chris McCollum of Chris McCollum Coaching presented his concepts on EX3.I.S.T which are:

- EX-amination of Identity
- EX-traction of Strengths
- EX-change of Tactics

Chris explained that when a person has extreme self-concept changes, this creates a feeling of "Who am I?" Chris demonstrated a strategy to help move the person back to their natural state of the self.

• continued on page 2

## ADVIS A Offers 360 Assessment Tool

ADVIS A has partnered with the Center for Creative Leadership and will now offer their state-of-the-art, research-based 360-degree assessment tool. Like PI®, the CCL 360 has earned the trust of thousands of CEOs, HR professionals and consultants around the world because it:

- Easily fits into existing organizational development programs - and offers relevant, observable and measurable results on leadership skills managers learn through experience.
- Provides options for customization that can increase relevance, ownership, and advocacy throughout the organization.
- Provides valid and reliable results that can help individuals and teams align their performance objectives with those of the entire organization.
- Provides language options for use with non-English speaking employees.

Contact your consultant to discuss how the 360-degree assessment, in tandem with the investment you've already made in PI®, can strengthen your leadership development efforts in 2009.



PI Worldwide  
MEMBER FIRM

## Record Attendance at Michigan PI® User Group

continued from Page 1

*We are best when we are in an environment that mirrors our self profile and that accepting who we are and maximizing those innate strengths is more powerful than attempting to be who we are not!*

### PI Learning

In addition to these client presentations, I gave brief presentations on the following topics:

#### *M Factor*

When M is at the extremes of the profile – very low or very high, the individual may appear to have certain characteristics due to the M factor that do not correlate with their C drive. The reason is that M is a measure of the capacity of the individual to interact with the “environment” and it impacts the individual’s stamina, or ability to consistently sustain activity. In other words, M is our tolerance for mental stimulus – how our brain responds to external stimuli. In general, the Lower the M, the less the person responds to external stimuli and the easier to focus on a task. The Higher the M, the more the person responds to external stimuli and the harder to focus on a task.

#### *Procrastination*

This was a fun exercise equating seven forms of procrastination and the corresponding PI drives. Thanks to Pete Thiel of Defiance Metal for this great topic suggestion!

#### *Task and Social Orientation of the drives*

This was an examination of why certain PI profiles are more “social” toward people.

### PI Input Channels

In a PI profile, the presence of a High B drive or High D drive can be thought of as input channels. These channels are susceptible to external input which can change some behavioral tendencies as well as have impact on the other drives.

High B – Input from the “opinions” of other valued people. This will affect behavior and have impact on the High A, High C and/or High D.

High D – Input from “proof and information” from valued subject-matter experts. Again, behavior can be modified through this channel as well as High A High B and High C.

### Thank You Bavarian Inn Lodge

This fine event could not have taken place without the efforts of the individuals credited above and our hosts, Judy Zehnder Keller and her team at the Bavarian Inn Lodge in Frankenmuth, MI. Thank you, Judy, for the fantastic accommodations, great food and refreshments, and wonderful hospitality extended to all!

### Join Us Next Fall for the 6th MI User Group

We have already received some great suggestions for next time. To be placed on our e-mail list for this event or to offer suggestions, contact me at: [jhawreluk@advisausa.com](mailto:jhawreluk@advisausa.com).

There is nothing like doing something to get the concept to become real.

## Indiana PI User Group March 11, 2009

**Who:** PI clients, as well as those who are curious about PI

**Why:**

- deepen your PI knowledge
- share ideas with other users
- hone your PI skills

**When:**

March 11th, 2009  
8:30 a.m. – 12 p.m.

**Where:**

Junior Achievement Central Indiana  
7435 North Keystone Ave.  
Indianapolis

**Cost:** \$30 (Includes continental breakfast)

This is an excellent opportunity to make new contacts among PI users and hear others' success stories. We will kick off the event with an advanced PI topic – something that you don't get in the three-day workshop. This will be followed by a Q&A session geared toward YOU!

In the upcoming weeks before March 11th, let us know your ideas. What topics would you like to hear about? What are the challenges you encounter as you use PI? Is there a roadblock we can help you overcome?

**To register,** and offer topics and ideas, please contact Aszure Grimes at: [agrimes@advisausa.com](mailto:agrimes@advisausa.com).

# The Coaching Imperative

by John Ranalletta, *Management Consultant*

**T**he business challenges we face are enormous and the pressures to perform for stakeholders is ever present. Working with clients and with their employees, it's clear to me that our organizations will have to be very proactive to survive and prosper. If it wasn't apparent before, it is imperative today that our managers become expert coaches.

Granted, executives and managers can't spend all of their time in the trenches, but, I'd offer that it will be very difficult to reach our goals or prosper through this economic trough without a concerted team effort that includes building coaching skills in all managers.

*If it wasn't apparent before, it is imperative today that our managers become expert coaches.*

Several years ago, a CEO called me for coaching in personal communications. Knowing he was a low B gave me a head start. His staff said the CEO used the back stairs to his office, avoiding office and plant workers. He communicated by email and voicemail and written reports. The fellow was a genius when it came to the technical side of the business, but his introspective behaviors led others to perceive him as distant and unconcerned about employees, personally.

I counseled him to spend more face-to-face time with employees, not to inspect their work, but to encourage, talk and listen. He, much like

the captain of a huge cruise ship and technical expert, was very comfortable with his charts, but not as comfortable with people. I suggested, "The successful captain dines and dances with the passengers – and the crew." When the ship is on rocky seas, the crew will have a high level of confidence in the captain if it was built through personal contact, not email messages and messages sent over the intercom.

Encourage and expect managers to spend as much time as they can with employees at all levels, encouraging, communicating and modeling the behaviors and the attitudes we expect them to display.

When a football team takes the field, the coaches can't play, but they're on the sidelines, watching, coaching, directing and encouraging. Every employee wants and needs support and encouragement. Primarily, that falls to the employee's next-level supervisor, but many of our supervisors need the same support. Luckily, our coaches aren't limited to simply encouraging employees. They can make the occasional tackle or pass reception during game time to show how it's done.

This will be new territory for some managers, and they too will need training and encouragement.

Contact your consultant to discuss how our suite of programs and services can better equip your managers to coach and develop their people.



*Every employee wants and needs support and encouragement.*



## Upcoming Open Training Sessions

Three-day Predictive Index® Management Seminar

This session prepares managers and Human Resources Professionals to use the Predictive Index® System in hiring and managing within your organization.

**Carmel, IN      March 24-26, 2009**

•Presented by Chris Pauwels

**\$** The cost for these open sessions is \$1,860 per attending person. If you have 5 or more attendees, we will be happy to schedule a private session for your organization.

**Carmel, IN      May 19-21, 2009**

•Presented by Aszure Grimes

● If you have someone you would like to sign up for one of these sessions, please call or email your consultant or Penny Pruett at 317-249-2249 or [ppruett@advisausa.com](mailto:ppruett@advisausa.com).

## Changes at ADVISA

We'd like you all to join us in welcoming Andy Rutledge to ADVISA to the position of ADVISA Hiring Manager. Andy brings a successful background of recruiting, sales and management to our organization. Andy lives in Fishers, IN and is married with a young son. If you have the opportunity to meet him, we're sure you'll be impressed by his grounded manner, easy charm and intelligence. We're proud to have him as a member of our team.

Andy is filling the position previously held by Aszure Grimes. Aszure was promoted to the role of Predictive Index Consultant effective November 2008. Aszure did a terrific job building our ADVISA Hiring business and will be bringing our full suite of services to both new and existing clients. We are also pleased to announce that Heather Haas was promoted to Chief Operating Officer effective January 1, 2009. Heather has successfully filled a variety of roles within the organization over the last 5 years. In taking on the COO role she will have our four newer consultants as well as the ADVISA Hiring manager reporting to her. In this position, Heather will be positioned to move into the CEO role in 2012.

PO Box 3039  
Carmel, IN 46082  
(317) 574-1550 (phone)  
(317) 844-6267 (fax)  
www.advisausa.com

PRSR.T.STANDARD  
U.S. POSTAGE  
**PAID**  
PERMIT NO. 1078  
INDPLS., IN

If addressee is no longer with your organization, please **DO NOT THROW AWAY**. Please contact Penny Pruettt at (317) 249-2249 or ppruettt@advisausa.com, or stamp "Return to Sender" and send back. Thank you.

## Happy Anniversary

ADVISA is honored to have clients that use our services year in and year out. The following clients have or will celebrate milestone anniversaries during the first quarter of 2009:

**20**  
YEARS

South Central Communications, January  
Formax, February

**10**  
YEARS

Three Rivers Federal Credit Union, January

**5**  
YEARS

The Arbor Strategy Group, January  
Humphrey Products, January  
Creative Foam, February  
First Community Bank, March  
Management Resource Development, March  
Stalcop, March  
Busch's, March  
Contacts, Metals & Welding, March



*Adversity has the effect of eliciting talents which, in prosperous circumstances, would have lain dormant.*

- Horace

