

ADVISA 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

Rebirth after 21 Years - Introducing Advisa

by Bob Wilson, *President*

Amost nine months ago we held our 2nd Strategic Planning Meeting and, among other things, decided Bob Wilson & Associates needed something new – a different name. The gestation period is complete and the birthing took place October 15th. We have been re-born as Advisa.

I'm going to try to describe both how challenging the process was, and ultimately, how fulfilling it became.

It started with the reality that Bob Wilson & Associates is not a name that will successfully survive me. I'm not planning on going anywhere in the near future, but I am, after all, 56 years old. The business is 21 years old and while I would like to think that both the business and I will still be around in 21 more years, my role will likely be, if I'm able, somewhat diminished. We concluded that we needed to find a name that would make branding the company for the future an easier and more sustaining task than working to better brand Bob Wilson & Associates.

The problem with successfully branding Bob Wilson & Associates started with me, long ago. I've never been uncomfortable with my name, white bread though it is. My father was a Bob Wilson, my father-in-law is a Bob and once the three of us played tennis

We needed a new name to help clarify who we are in our own minds and, more importantly, in the minds of our clients.

with a fourth whose name was, co-incidentally, Bob Wilson. Talk about a situation predetermined to cause a communication problem. But, being one more Bob Wilson in a seeming world of them never really bothered me.

I just was embarrassed to say I worked for Bob Wilson & Associates. It sounded ostentatious coming out of my lips. It couldn't roll off my tongue. So,

•continued on page 2

Tiggers & Eeyores - The B-D Factor Combination

by Paul Dumouchelle, *Management Consultant*

We use many devices in our PI training to help our clients better-understand the nature and related characteristics of the PI Drives. One favorite approach is the use of well-known public figures or literary characters as examples of the Drives or combinations of Drives. Examples many people can relate to are the Winnie the Pooh characters "Tigger" and "Eeyore" in the explanation of the "B-D Factors."

The most distinctive difference between Tigger and Eeyore (besides one being a stuffed tiger and the other a donkey) are their attitudes. Attitudes are a key element of personality and can greatly affect workplace performance. Predictive Index® gives us insight into people's attitudes with the "B-D Factor Combination."

The best way to manage Informal people is to make their work fun, or allow them some playful space.

As you may recall from the PI Management Workshop, the "B-D Factor Combination" applies when B & D are on opposite sides of the norm.

B (High) / D (Low) Informal	D (High) / B (Low) Formal
•Casual	•Four S's
•Loosey-Goosey	Sincere
•Playful	Skeptical
•Freewheeling	Suspicious
•Fun-Loving	Sensitive to Criticism

Here's an example of the Formal side of the "B-D Factor Combination" with an interaction with Eeyore from the children's book, Winnie the Pooh by A. A. Milne:

"Good morning, Eeyore," said Pooh.

"Good morning, Pooh Bear," said Eeyore gloomily. "If it is a good morning, which I doubt," said he.

"Why, what's the matter?"

"Nothing, Pooh Bear, nothing. We can't all, and some of us don't. That's all there is to it."

•continued on page 3



PI Worldwide
MEMBER FIRM

Rebirth After 21 Years - Introducing Advisa

continued from Page 1



Our new name was settled on. It would be: 'Advisa', with 'Creating Confident Organizations' as our tag line.



as I brought on and trained consultants they'd hear me say on the phone or in person, "Hi, this is Bob Wilson with Predictive Index" and they'd often repeat the same phrases in their introduction of themselves (with their names, of course). Thus, while we had 21 years to build a brand in our business, we built it, where we did, in the name of the company from whom we license Predictive Index, PI Worldwide. This wasn't that bad a thing, as P. I. has always been an important brick in the foundation of who we are. But, it hasn't been the whole of it. As time passed, we've developed additional products and services that have made us a broader based consulting organization than our licensor and most of their licensees. Thus, while we had a very good reputation, we really didn't have a clearly defined brand beyond the brand of our licensor. We needed a new name to help clarify who we are in our own minds and, more importantly, in the minds of our clients.

To that end, we brainstormed names for several hours during our Strategic Planning Meeting. That didn't work. We continued brainstorming online for months. That didn't work. We went through a series of names that we thought described who we were and what we did. They included: MRP (Maximizing Results Through People) Group, People First Consulting, The Competitive Edge, Building Workforce Architecture (another BWA iteration), PRO Action Consulting, Alidade and many more. The list seemed to go on and on and on and it didn't provide satisfaction. It induced headache and indigestion. With almost 20 smart people dedicated to finding a name that was suitable to what we do and who we are, we couldn't find anything that everyone could buy into. None of the iterations said, "There's a name that makes sense for us!" It was seriously frustrating. No one was happy with the process, especially me.

Yet, I was convinced we could find a name that clearly described who we are and what we do – even if it drove us crazy.

Beth Claflin, one of our hiring advisors and a former Account Executive at a PR firm, suggested we find a "Naming" firm to assist us. I wasn't thrilled with the idea. It seemed with all the smart people we have working for us, we should be able to come up with something to call ourselves. But, the reality was that nothing we were doing was working. So, since Beth came up with the idea, and she was willing, she was given the task. I was acquiescent, if not optimistic.

Beth interviewed a number of organizations and found one, Element Three, she thought would be well suited for what we wanted to accomplish. After

two meetings, we engaged them. They reviewed what we had done and began the process anew. Their team interviewed us and our clients. At the conclusion of their research, they came back to us with a picture of our brand essence. This was both a very interesting and exciting exercise. We found our clients agreed with who we were and what we had become.

Element Three reflected our brand essence as: "Corporate Sage". They found (through their client research) that we are seen as an organization of consultants that bring wisdom to clients – making them better personally and allowing them to build stronger organizations. Clients see us as providing the tools, support and consultation to help them make more successful decisions. We bring organizational confidence, clarity and focus. We're seen as taking our clients from good to great. Additionally, there was a clear sense that we were an organization of high ethical standards. I couldn't have been prouder when reading the synopsis of what Element Three had discovered.

Element Three's team then took all of their information and started playing with names. They came back with four possibilities: Delta Achievement Strategies, Sage Strategies, Corporate Sage and Advisa. Our team talked and eventually voted. Our new name was settled on. It would be: "Advisa", with "Creating Confident Organizations" as our tag line.

With Beth's help (she's been a tremendous asset throughout), we laid out a plan to take us from the 21 years of Bob Wilson & Associates to the new name of Advisa starting October 15th of this year.

This Quarterly Newsletter is the official kick-off of our new name to everyone outside of our organization. We're proud of what Element Three helped us come up with. We're thrilled about how we can leverage our new name into a stronger identity and brand. And, we're excited to share our new name with you. As of October 15th, we have become:

ADVISA

Creating Confident Organizations

I think you'll enjoy working with us just as much as you enjoyed working with Bob Wilson & Associates. We'll do our best to assure that happens.

Advisa Contact Information

Although our mailing addresses and phone numbers will remain the same, our email addresses and website are changing. Our new website is AdvisaUSA.com, and therefore, all email addresses will be changing from bobwilsonconsulting.com to advisausa.com (i.e. bwilson@advisausa.com). The old email addresses will forward to advisausa.com until October 2008. Please let us know if you have any questions.

Tiggers & Eeyores - The B-D Factor Combination

continued from Page 1

"Can't all what?" said Pooh, rubbing his nose.

"Gaiety. Song-and-dance. Here we go round the mulberry bush."

In a business setting, the Formal attitude can be summed up, at its most extreme, in this way: "Things are far from perfect, they're bound to get worse and I'm gonna get blamed for it." The best way to optimize the Formal employee's contribution is to provide a steady stream of straightforward information (preferably in written form) about events, plans and activities (even activities in other departments and divisions) and live up to your promises. Always be aware that they will take even a hint of criticism very seriously.

Our Informal friends are like Tigger. Being an Informal sort myself, I've always loved Tigger's Song:

Tigger's Song

"The wonderful thing about tiggers
Is tiggers are wonderful things

Their tops are made out of rubber
Their bottoms are made out of springs
They're bouncy, trouncy, flouncy, pouncy
fun, fun, fun, fun, fun
But the most wonderful thing about tiggers is
I'm the only one
I'm the only one."

We sometimes describe this type of wonderful self-assessment as viewing the world through "rose-colored glasses," again, at its most extreme. The best way to manage Informal people is to make their work fun, or allow them some playful space. Be aware that they may at times be over-optimistic and the surprising comments they make are usually meant to be humorous.

The wonderful thing about PI is it helps us understand and work more effectively with both our Formal and Informal employees. While these examples are at the more extreme examples of behavior, they do, however, provide us with some insight into other people who aren't necessarily like us.



The wonderful thing about PI is it helps us understand and work more effectively with both our Formal and Informal employees.



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 December 4-6, 2007

• Presented by Chris Pauwels



The cost for these open sessions is \$1,785 per attending person. If you have 5 or more attendees, we will be happy to schedule a private session for your organization.

Carmel, IN January 22-24, 2008

• Presented by Pam Eckstein



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 317-574-1550 or ppruett@advisausa.com.

Another Name Change - Advisa Hiring is Born

by Azure Grimes, Advisa Hiring Sales Manager

A few years ago Bob Wilson & Associates introduced the PRO Hiring service to our clients. Since that time, we have built it into an affordable, high quality alternative to traditional recruiters. We partner with client companies to deliver that part of the hiring process where help is needed. PRO Hiring has become an extension of many clients' HR departments or the hiring part of an HR department for some that don't have one of their own. To keep in step with BWA becoming Advisa, we're changing our name too. As of October 15th, PRO Hiring will become Advisa Hiring. I would like to take this opportunity to introduce our service to those of you who are still unfamiliar with it.

What exactly is Advisa Hiring? It's a service we offer to offload all or a part of your hiring effort while providing confidence you will "get it right the first time". Advisa Hiring combines the talents of our hiring advisors, the power of Predictive Index® and a thorough screening process to deliver the very best candidates for your openings.

What is the Advisa Hiring advantage? For managers who do their own hiring, we free you to continue running your business rather than spending hours of precious time sorting resumes and conducting too many interviews. For HR leaders, we offer an affordable alternative to traditional recruiters with a team that understands your culture, the hiring process and where Predictive Index® fits within it.

Sound interesting? Give me a call and I'll be happy to work with you to see if Advisa Hiring is right for you.

If addressee is no longer with your organization, please **DO NOT THROW AWAY**. Please contact Penny Pruett at (317) 574-1550 or ppruett@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 fourth quarter of 2007:

15
YEARS

FBC Chemical, December

10
YEARS

Rotary Lift, November
 Mainstreet Ventures, December

5
YEARS

Human Development Commission, October
 All-Pak, Inc., October
 National Logistics Management, November
 LMS, December
 Logansport Community School Corporation, December



All changes, even the most longed for, have their melancholy; for what we leave behind us is a part of ourselves; we must die to one life before we can enter another.

- Anatole France

