(>) Berke

Hire Great People

The best way to assess the
fit between a job and a candidate.

hireMAX®
Long Term Employment Solutions

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The Berke Assessment

Berke is a new kind of assessment that measures personality, intelligence, and skill. It helps managers decide who to interview and who to hire. Berke provides crystal clear, actionable information.

Why Berke?

Berke offers several distinct advantages over other pre-employment assessments available in the market today:

- **Job Specific:** Berke measures the fit between a *specific* job at your company and a person. To create a Job Profile, you can either describe your job. Or we can conduct a job benchmark study where you current employees take an assessment.

- **Personality and Talents:** Berke is the only commercially available assessment that measures both personality and cognitive talents in the same integrated instrument.

- **Strength of Fit:** Berke enables you to objectively measure the strength of fit between a person and a job at your company.

- **Ease of Use:** Berke reports are designed for managers. They are written in plain English and require zero training to understand and interpret and use.

- **Integration:** Berke can be integrated with virtually any web-based system that supports open design principles. This means that candidate fit data from Berke can make your current HR systems even more powerful.

The Areas Measured

Berke measures a number of key personality traits and natural talents that can have a dramatic impact on job performance. In all jobs it takes the right combination of both personality and talent to be successful.

- **Personality Traits** describe a person's habit or preference in interpersonal situations. A strong preference for working with others or a strong preference for order and predictability are examples of personality traits.

- **Cognitive Talents** are inborn or hardwired abilities. Talents make it easy for some people to think through a complicated problem logically or easy for others to come up with a quick and immediate solution to a problem.

While many commercially available instruments measure personality, **Berke is unique in its analysis of both personality and talent**. The resulting report provides a robust and strikingly insightful snapshot of an individual, particularly when compared to the personality traits and talents required by a given position.
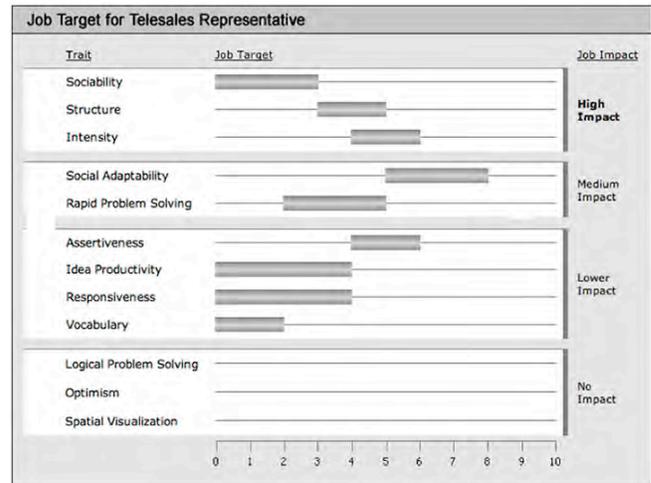
What Berke Measures

Description	Type of Trait
Assertiveness: A natural tendency to take initiative in order to control or influence a situation versus being careful in assessing situations before moving into action.	Personality
Emotional Intensity: A natural tendency to react strongly, immediately and intensely, especially when events do not unfold as planned versus a tendency to keep frustration to oneself.	Personality
Optimism: A natural tendency to think positively about the future versus taking a more skeptical view.	Personality
Responsiveness: A natural tendency to react spontaneously and to express oneself outwardly versus being deliberate and patient.	Personality
Sociability: A natural tendency to gain satisfaction from interacting with other people versus working with things and ideas.	Personality
Social Adaptability: A natural tendency to adapt to other people's feelings to avoid unpleasant consequences versus being less concerned about the impact of one's behavior on others.	Personality
Structure: A natural tendency to seek order, certainty and correctness (attention to detail) versus working without rules or an established framework.	Personality

Description	Type of Trait
Idea Productivity: The ability to produce ideas rapidly one after another.	Cognitive
Logical Problem Solving: The ability to think through large, complicated problems in a methodical, step-by-step manner.	Cognitive
Rapid-Fire Problem Solving: The ability to intuitively and quickly solve many problems, one after another.	Cognitive
Spatial Visualization: The ability to manipulate and think about three or more dimensions in one's mind. A very helpful trait when creating and using technology.	Cognitive
Vocabulary: A measure of how easily and quickly a person picks up and learns new concepts and ideas.	Cognitive

| Description	Type of Trait
Integrity: A measure of a person's opinions and attitude towards honesty, theft, and personal integrity in the workplace.	Attitude
Typing: A measure of a person's current typing speed and typing accuracy.	Skill

How Berke works

1) Measure the Job

Tell us about your job. The Berke Jobs team will immediately create a custom Job Profile that describes the personality traits and cognitive talents required by your job. To further refine a Job Profile, invite your current employees in a specific job to complete the assessment. It's like extracting the DNA of your top performers. So you can replicate their success traits.


2) Measure the Person

Berke measures what doesn't change. You can teach people the knowledge and skills they lack. But there are some things you just can't teach. Berke measures core qualities like personality and cognitive ability that people either have or don't have. Berke tells you immediately what it could take months to find out on the job.
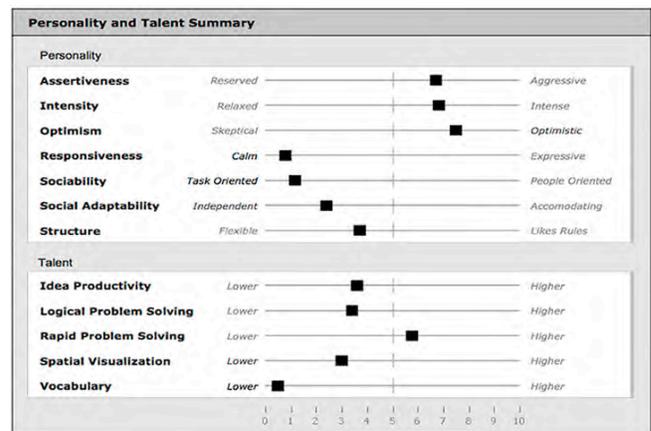
3) Measure the Fit

Once the job is defined and candidates are assessed, Berke measures the fit between people and jobs. Berke provides you with an overall fit score. And it shows you specifically where they match up with the job and where they fall short.
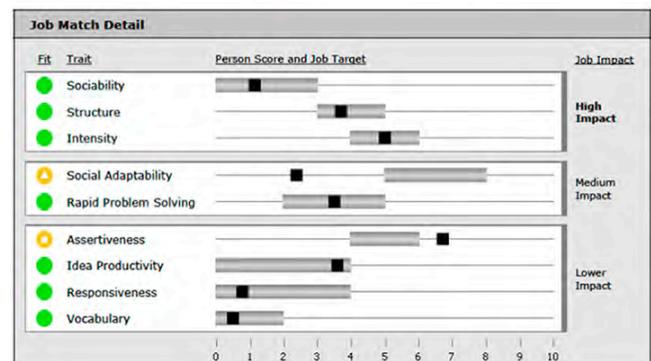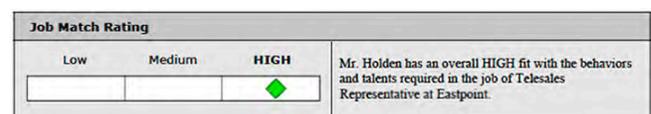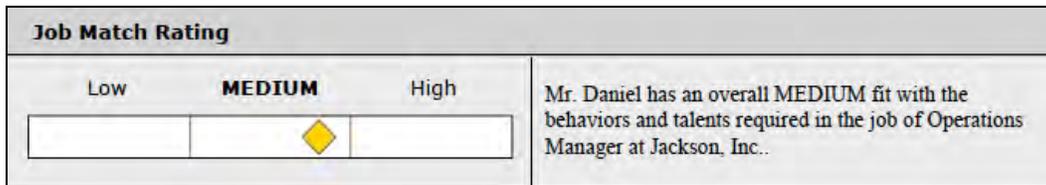
Job Fit Report

The Job Fit report measures the fit between a job and a person. For candidates, it helps you decide whether or not you want to continue forward with the candidate. For employees, it helps you identify areas for growth.

Job Match Rating

The Job Fit report provides an overall rating of how well the candidates matches up with the requirements of the job.

Job Match Rating		
Low	**MEDIUM**	High

Mr. Daniel has an overall MEDIUM fit with the behaviors and talents required in the job of Operations Manager at Jackson, Inc..

Job Match Detail

The Job Fit report supplies a visual snapshot of both the person and the job in a graphical format. Personality traits and talents are listed in order of importance for each specific job. The gray sections on each scale show the desired job target for a specific job and the black box indicates the person's score. You can see in the example below that there are a number of apparent matches and several mismatches.
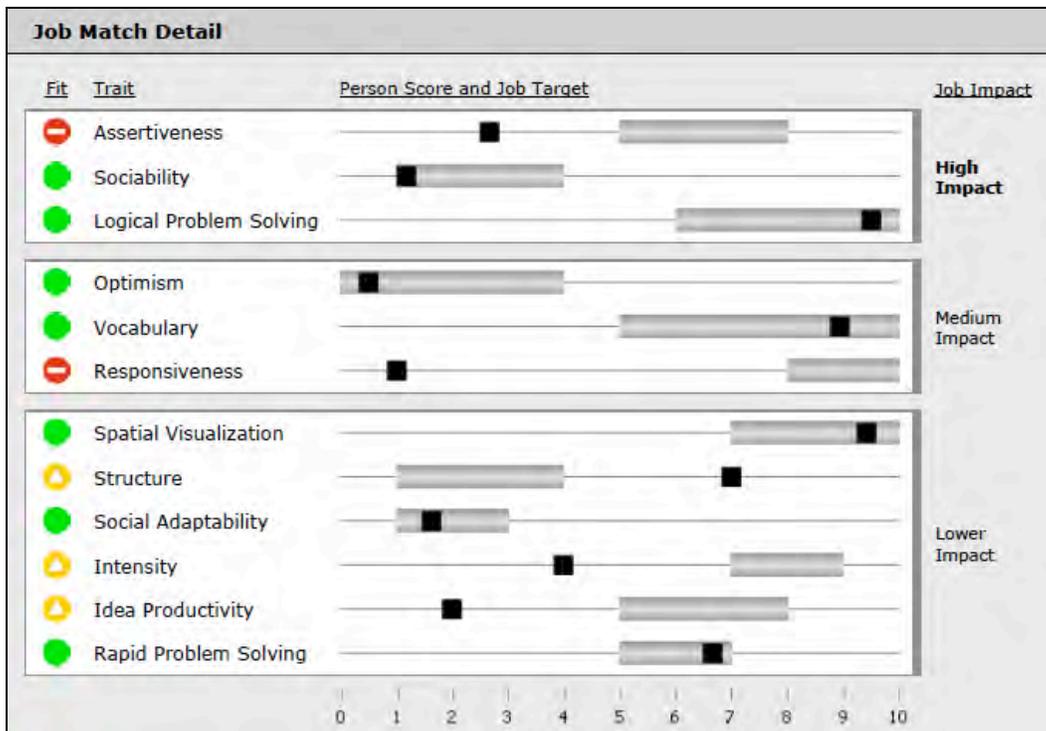
Job Mismatches

When a candidate doesn't match up with a specific job requirement, it's important to understand the potential impact on job performance. The Job Fit report highlights potential mismatches.

⛔ **Assertiveness**	▣
The Assertiveness job target is medium. People with medium Assertiveness are able to move forward while still being able to consider input from others. Mr. Daniel scored below the Assertiveness target. He will be more inclined to wait for agreement from others rather than move forward.	Consider: - He may not want to confront others when he needs to do so. - Others may step in to assert control when he should be the person in charge. - He may abdicate decisions to others rather than tell them directly what he wants.

Interview Guide

The Interview Guide is customized to each person and job. It helps you ask great questions in the interview. And it can be further customized to help you interview for fit with company culture.

⛔ **Responsiveness**	▣
Job Fit Description The Responsiveness job target is high. People with high Responsiveness are very expressive, spontaneous, and impatient. They tend to prefer a fast pace and like lots of things happening at once. Mr. Daniel has lower Responsiveness and will tend to be more calm and patient in his reactions.	**Considerations** - He may be overwhelmed if too many things are happening at a rapid pace. - Others, especially impatient people, may see him as too deliberate in his actions and decision making. - He may have difficulty effectively demonstrating a sense of urgency when necessary.

Ask Mr. Daniel

How does the following statement sound to you?

Mr. Daniel is patient and controlled in his reactions. He is not apt to be impulsive or to respond strongly. He is patient, calm, and methodical, and he prefers a steady and orderly pace of activity.

Probing Suggestions

- If given a choice of doing many things at once or being able to concentrate on a few things and see them through to completion, where would you be most comfortable? What examples of each can you think of in your past work?
- Given your past experiences, how important is it for you to have a job where you are able to prioritize and control the number of activities you manage? Give me examples where this was both reasonable and not-so-reasonable in your past work.

Integration

Get more out of Berke by integrating with other products.

Resume Spam Filter

Have you ever posted a job opening on a job board and been flooded with resumes? Integrate Berke into your online application and let Berke do the filtering for you. We'll score and rank every person who applies so you can spend your time interviewing quality candidates rather than sifting through endless resumes.

Recruiting Software

Are you using an ATS (applicant tracking system) to post jobs and keep track of resumes? Berke can be seamlessly integrated with a variety of software systems. Berke scoring algorithms provide you with powerful sorting data that allow you to quickly focus on candidates with the highest chance of succeeding at your company in the specific jobs you need to fill.

Full Featured API

Berke's full-featured API gives you all the tools you need to manage candidates and match them with jobs. You can connect to our API using XML or JSON. We give you the tools you need to connect Berke with virtually any system that can call our API.