



## **IKON, an ActionCOACH Company**

Introducing Second Generation Psychometric Assessment Tools and Solutions

**iKON**

Professionals  
(Pvt) Ltd

**ActionCOACH**  
business coaching

IKON Professionals is committed to do its part in building a better working world. We deliver the second generation Psychometric assessment tools and solutions to support organizations for hiring & developing talent with right skills & attitude.

We develop outstanding working teams who squad up to deliver on our promises to all of our patrons. In so doing, we play an acute role in building a better working world for our people, for our clients and for our communities.

**ActionCOACH**  
business coaching

Being the World's #1 Business Coaching Firm having 1000 Coaching Offices in 61 countries world-wide... Our Vision is to create "World Abundance through Business Re-Education ..."

# Do your people give you competitive edge?

The better the question.  
The better the answer.  
The better the business works.



## Business Challenges

The business world has changed dramatically and permanently, and the ground continues to shift under the feet of today's executives?

### Biggest challenges in terms of Human capital are;

- less productive teams
- ineffective managers and working staff
- untrained sales force,
- poor customer services,
- inappropriate conflict management,
- poor decisions regarding hiring,
- Moreover, of course on job training, development and promotions.

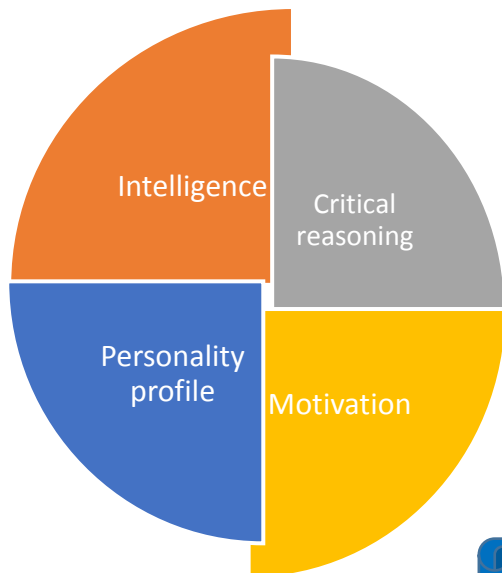
- Can your staff work effectively with other people?
- Can your staff remain engaged and effective when under stress and pressure?
- Can your staff priorities their activities?
- Will your staff accept accountability for their actions?

We help clients find ways to respond to these challenges that will help them assess their workforce and grow their businesses, grow revenues, and optimize processes.

# Psychometric Assessment tools

New way to assess people & Compete — and do it quickly

How do organizations react to these business challenges and transform their teams into a successful cadre?



## Ever wonder why..

- ▶ Do we have the right people to stay competitive?
- ▶ Your new hire is not delivering on what you expected?
- ▶ How can we achieve organic growth, or even maintain share, in mature industries?

## Do you ever struggle to understand how to...

- ▶ Get your employees all pulling in the same direction?
- ▶ Get your team up to speed with your business goals?

## Do you sometime wish...

- ▶ Your managers were more effective?
- ▶ You could leave your business and trust others to run it same as you?

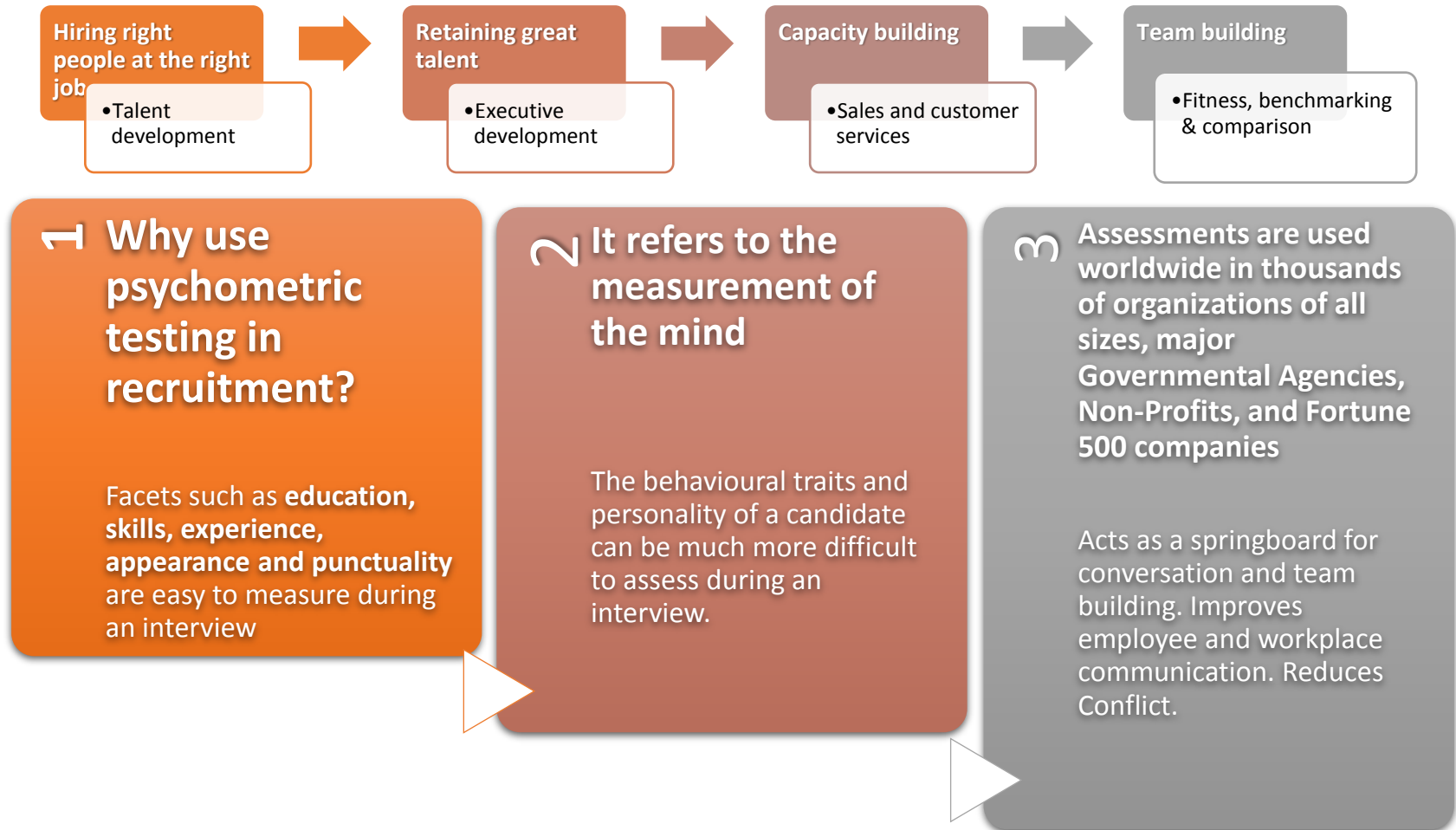
If you answered YES to even one of these questions **You're not alone**

*Comprehensive ONE STOP Solutions that fits for all;*

**Assessments**ONLINE

For The People side of Your Business

# Use Psychometric Assessment Tools and strategies to get SMART People



# How Psychometric Testing Aids Recruitment Decisions- And Why Important?



Traditionally, these tests have taken the form of pen and paper, multiple-choice questionnaires, but increasingly they are moving into a digital realm. This means they can be quick and easy to integrate into any stage of the recruitment process.

01

## **Improve hiring & Selection**

The Right Person in the right job is priceless. The wrong one is a nightmare waiting to happen. Accurately identify job applicants BEFORE the interview, make scientifically informed judgments and build an organization of A+ employee.

02

## **Increase Sales**

Teach your sales team powerful behavior profiling skills. Empower them Identify – to your organization's advantage – observable behavior, then adapt their selling style to fit the customer's buying style.

03

## **Improve Customer Service**

Know in advance that your people believe in your organization and care about your customers. Better equip and train your customer support team with the invaluable communication and behavior profiling skills that pay countless dividends.

04

## **Increase Productivity**

Identify with scientific accuracy the strengths and shortcomings of each employee. Create observable action plans, from the data, that maximizes your organization's talent.

## **Reduce Employee turnover**

Ensure the best possible positional job "fit" for each new hire. Great fit means stronger retention rates, which lower the costs associated with turnover.

05

## **Customize Employee Training**

One Size fits ONE, not all. Learn how people learn best and get them back to productivity sooner.

06

## **Model Team Building**

Know who fits with whom in advance, create your teams based on compatible skills and traits, not just generic ideas of balance. Top-level teams are comprised of behaviorally compatible members with an optimal array of complimenting proficiencies.

07

Our Assessments Online, will improve relationships with customers, foster team work, recruit the right people in the right positions, develop effective managers, increase sales skills and understanding of the prospect's needs. Your Investment in this scientifically proven strategy will give higher productivity levels and yield immediate results in your business.

# Our Core Tools & Assessments



Each of our 5-core online assessments focus on a different area of behavior and cognition. Used alone or in a variety of combination, they makeup an extensive catalog of assessment reports.

01

• **DISC** : Our DISC ONLINE assessment is an invaluable behaviour profiling system that teaches users how to identify - and use to their advantage - the predictable aspects of communication. Based on the research of dr. William Moulton , DISC is the most widely used behaviour profiling tool of its kind, supported by decades of research and validation. Whether you are a member of the large or small organisation, our DISC reports offer the greatest accuracy for a range of dynamic business applications....

02

• **Motivators** : The Perfect companion assessment to pair with DISC. Motivators measures the seven universal dimensions of motivation that drive each of us: Aesthetic, Economic, Individual, Political, Altruistic, Regulatory and Theoretical. Whereas DISC predicts “HOW?” a person will behave, Motivators answers “Why?” If you are only using DISC, you’re only scratching the surface of what assessments can offer individuals and organizations.

03

• **EIQ (Emotional Intelligence)**: The EIQ assessments helps users understand the correlation between the way they apply their current EIQ and the outcome of their interactions with others. This lends itself to improved decision making, leadership, reading the emotions in others and engaging in a greater number of mutually beneficial workplace outcomes. Here’s the key: EIQ can actually be improved and coached-up over time so it means an excellent self-improvement assessment.

04

• **Thinking Style** : This assessment offers the critical third piece to the Human PUZZLE. Based upon Robert S. Hartman’s formal axiology, this unique assessment measures each individual’s problem solving skills and ability to avoid the blind spots associated with situational bias. In essence, the HVP assessment measures, with uncanny accuracy, an individual’s critical thinking, judgment and decision-making.

05

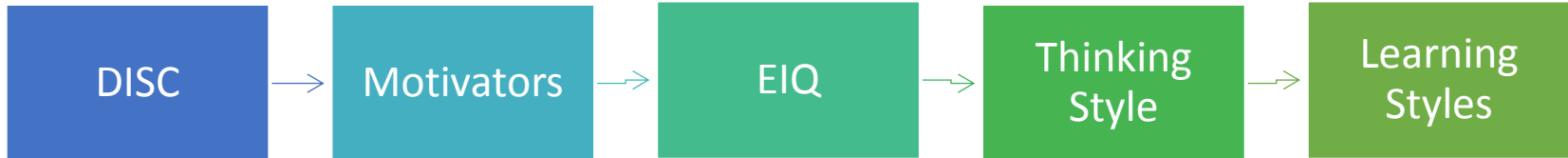
• **Learning Style** : Our Fifth and final core assessment, Learning Style, does just as its name implies: it identifies each individual's best means for learning and retaining new information. Some people like to process information through text, while others need visual support and images. Some learners best assimilate information alone, while others prefer to work in groups. There are those who can grasp information intuitively, while others prefer to follow a strong sequential path. In short, understanding learning styles offers the key to maximising an organisation's training efficiencies, enlightening its management teams and even assembling top performing teams.

# Behavioral Challenges meet Solutions

## Our Core ASSESSMENTS....



➔ Psychometric Assessment Tool plays an integral role in the success of organizations in understanding preferences of individual's in their work place environment around the world. IKON an **ActionCOACH** Company offering World famous online assessment tools:



Each of our five Core Assessments measures a different — but equally important — aspect of human behavior or cognition. In essence, each addresses one the five “core” aspects of the human personality. Many of the **world's top Companies and Fortune 500s** rely on our 5 core assessments to ensure positive outcomes in the areas of employee selection, leadership development, sales & customer service training, team-building, communication & collaboration, conflict resolution and succession planning.

# Challenges meet Solutions

## Comprehensive range of hiring solutions



The Right Person in the right job is priceless. The wrong one is a nightmare waiting to happen. Accurately identify job applicants BEFORE the interview, make scientifically informed judgments and build an organization of A+ employee. Identify with scientific accuracy the strengths and shortcomings of each employee. Create observable action plans, from the data, that maximizes your organization's talent.

### Hiring and Selection Series Reports



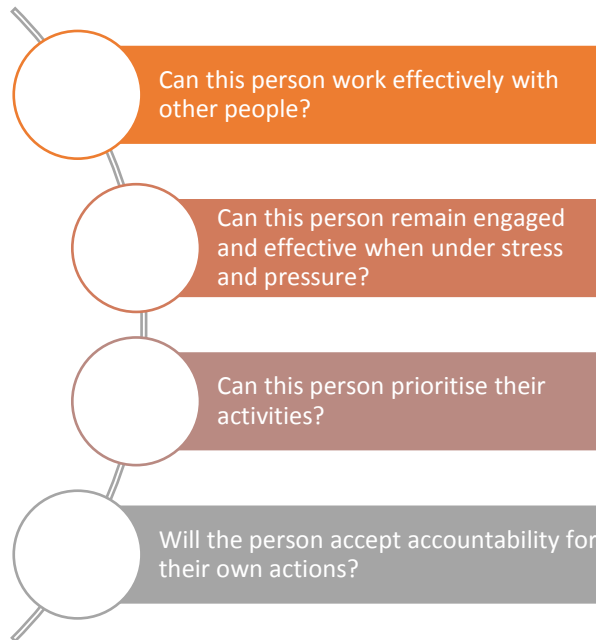
When you are looking for the best solutions in the field of hiring & selections, there is only one place to turn, **ActionCOACH**. Contact your **ActionCOACH** office today and find out why **ActionCOACH** mind-set, strategies and hiring & Selection tools lead the way in Business Coaching.

# Work Ethic Screen (Hiring Solution)

## Defining workplace strengths....



The Workplace strength is a simple and easy to use, low-cost instrument requiring just 15 minutes completing a reliable first step screening answer for any hiring and selection process. This DISC & Hartman-based tool measures candidate suitability in broad brush strokes-providing either a SATISFACTORY or CAUTIONARY score.



The Work Ethic Screen establishes each broad score by addressing “Four Universal Work Ethic Requirements” needed for strong performance in virtually all positions.

This simple, low-cost screening report designed to be used at the early stages of an employee selection process.

# JUDGMENT SERIES (Hiring Solution)

Right people in the bus and at the right seats...

TOOLS

## JUDGMENT SERIES

The Judgment series is a 3-step report designed to guide decision makers through their hiring and selection process from beginning to end. Neuroscience research has demonstrated over 75 biases that effect our ability to accurately process information and make objective judgements. The most efficient way to break away from these biases during selection – and even ensure the performance of new hires- is to use this comprehensive system.



### 1: SCREENING REPORT



Too often people get jobs because they “interview well” or they had a great resume, while in reality they may lack the personal intelligence to do the job well. The Screening Report provides invaluable insights about each candidate's aptitude. This report will ensure that you objectively eliminate the potential bad hires and increase the number of hires with excellent potential.

### 2: EMPLOYABILITY REPORT



This second phase, The Employability Report, requires no additional input from the candidate. It's created using the results from the Screening Report and will pinpoint the risk of performance in 21 skill and competency areas. Included are descriptions of the candidate's judgment style, problem solving approach, potential strengths and even recommended questions for the interview.



### 3: COACHING REPORT

Once the user has selected their new hire, The Coaching Report identifies strengths to be exploited and even potential blocks in judgment that can lead to future performance issues. In short, The Coaching Report provides incredibly powerful information for an organization's leadership as they chart a development course to keep each new hire engaged and optimized.

# Executive Summary (Hiring Solution)

## One hiring & Selection report says it all

TOOLS

### EXECUTIVE SUMMARY



The Executive summary is a multi-dimensional tool, developed over 25 years, to answer any company's hiring and selections. The Executive demystifies human performance questions with concrete performance answers and recommendations. This revolutionary instruments works by measuring and integrating:

- The applicant's critical thinking capacity via *The Hartman Value Profile*.
- The applicants likely actions steps, based upon what they want, via the *Harvard based Motivators* research.
- The Applicants *DISC behavior/ communication style* utilizing a newly integrated model that was developed to specifically identify the individual's level of effective interpersonal workspace dynamics.



Each Executive Summary report provides users actual answers and specific recommendations, calibrated to one of **FOUR** different job categories.

# Challenges meet Solutions

## Retention & Development Series



Our talent development and Behavioral Profile assessment Serials focus on the individuals who work for you. Leading from gaining knowledge of a particular personal insights and then deciding which area needs to be developed is covered in Talent development series. On the other hand, Behavioral Profile Reports focuses on Social attributes of the staff.

**Personal Insights**

Driving relevant conclusions which result in recommendations.

**Essential Elements**

- An Introductory Report contains four essential parts. However, it may also contain other information and be laid out under different titles. These essential parts are:
  - A clear definition of the problem addressed by the study.
  - The details of the study including assumptions, assumptions, and preferred outcomes.
  - Conclusions following from the details.
  - Recommendations derived from the conclusions and addressing the problem. Recommendations are required in your Introductory Report.

**Choosing a Topic**

Your Introductory Report should be based on a specific aspect of the relevant organization where you intend doing your research, e.g. HR, Finance, Marketing, Logistics, etc. Since you should research a topic that is related to your work or place of learning, in this report a generalized study report will not be acceptable.

**Style**

The Introductory Report is expected to be analytical rather than descriptive. It should contain research, factual information together with sound arguments and conclusions. The format of the report should normally follow the guidelines provided in R&B Research Book issued by R&B-Office.

**General Guidelines**

- The length of your Introductory Report should not exceed 10,000 to 12,000 words or 40 to 50 pages with 1.5 line space, including appendices. The length should reflect the complexity of the topic and the thoroughness of the research. The Introductory Report should be well-structured (explain any terminology particular to the topic for the first time you use it, consistent, and in the point). It should be

**EXECUTIVE DEVELOPMENT**

Top Performance and Success is a result of an individual's ability to make informed decisions and possess self-awareness and communication effectively to clients, customers and managers.

**Learn How Others View You...**

- Strengths
- Weaknesses
- Opportunities
- Threats
- Recommendations

**What We Measure?**

The Top Performance Development report will examine and select 12/18 from (1) Top Performance - Multiple (i.e., performance strengths that make for successful performance based on your interview with your capacity to achieve those strengths).

**How We Measure the Framework that Defines Top Performance?**

This is a scientific report that identifies and measures 12/18 that make performance strengths that make for successful performance based on your interview with your capacity to achieve those strengths.

**360° REPORTS**

**How Do Others See You?**

**Learn How Others View You...**

- Strengths
- Weaknesses
- Opportunities
- Threats
- Recommendations

**Platinum Rules**

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## 360 Reports- (Retention & Development Solutions)

### Social flairs of your managers

## What if you could have enhanced 360 View of the world?

In other words, Imagine having the ability to process the Collective perceptions of the others see you?

Managers and Business leaders often persist in communication and organizational practices believing everyone recognizes their “obvious” intentions, overlooking costly misinterpretations that stem from different type of behavioral styles.

Those challenges have often been unfortunate workplace inefficiencies that were difficult to resolve- Until now!

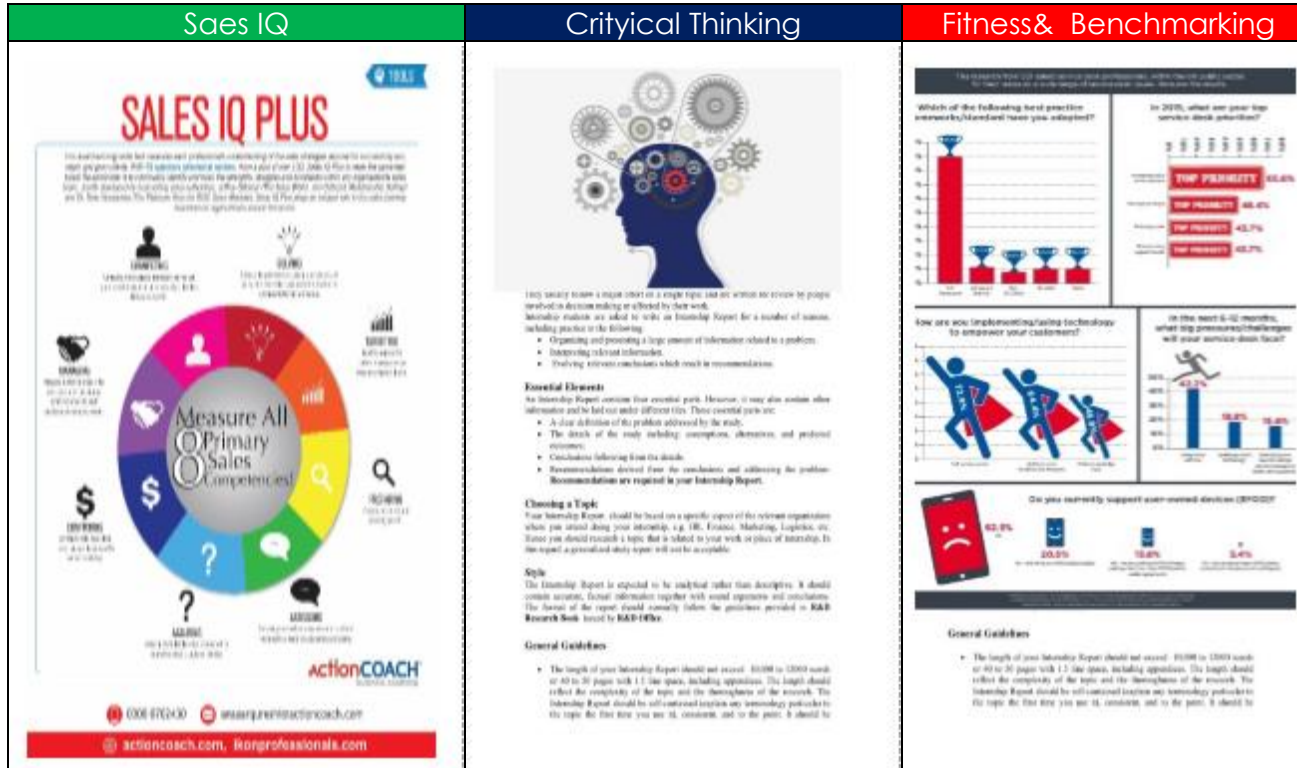
Our Social styles and platinum role assessments offer what we term 360 Reports, which pull perception data from numerous user's colleagues and employees providing that user an informed "Self-Audit" to eliminate work place miscommunication and improve client relationships.



# Challenges meet Solutions

## Specialty Assessments Reports

### Our Specialty Reports



Successful execution and closing a deal is dependent upon the frame of knowledge in any profession. Any successful sales career is because of multitude of skills, behaviors, knowledge and attitudes involved in. To know how to improve your manager's sales performance requires that you periodically scan all of these facets.

Our Sales IQ assessment offers such an objective analysis and essentially answers the question, "What, exactly, is keeping this person from doing extra?"

To guide development in a range of thinking and reasoning skills and to provide staff with the skills that are essential for the proper presentation, analysis and criticism of arguments is covered in our [Critical thinking reports](#).

Analysis and synthesis of arguments, handling of concepts and conceptual analysis, critical evaluation of arguments, identifying and questioning assumptions, interpretation and extraction of key ideas from an argument or text, fast processing of information are they key attributes defined and presented by our specialty reports.

# SALES IQ PLUS - (Specialty Assessments Reports)

## Can this person sell?



Most people know that the measure of a salesperson's success is their ability to make new sales... Agreed! But, many business owners are facing the brunt of declining profits due to few of these common PROBLEMS:

- Sales team is not performing well and consistently dwindling to deliver results.
- Wrong people in the bus.
- Behavioral and performance issues.
- Attitude or aptitude problems.
- Non-conductive working environment.

### How It Works?

This ONLINE Psychometric Assessment takes approximately 30 minutes to complete and consists of 48 questions that guide in assessing each of the eight primary sales competencies, along with some vital selling traits.

We are offering world famous "Sales IQ Assessment". The Sales IQ assessment offers such an objective analysis and essentially answers the question, "Can this person sell?" Our assessment systems come with support materials and action plans to help employees and management maximize positive outcome.



# Fitness & Benchmarking - (Specialty Assessments Reports)

## Compare new applicants to desirable job performance benchmarks

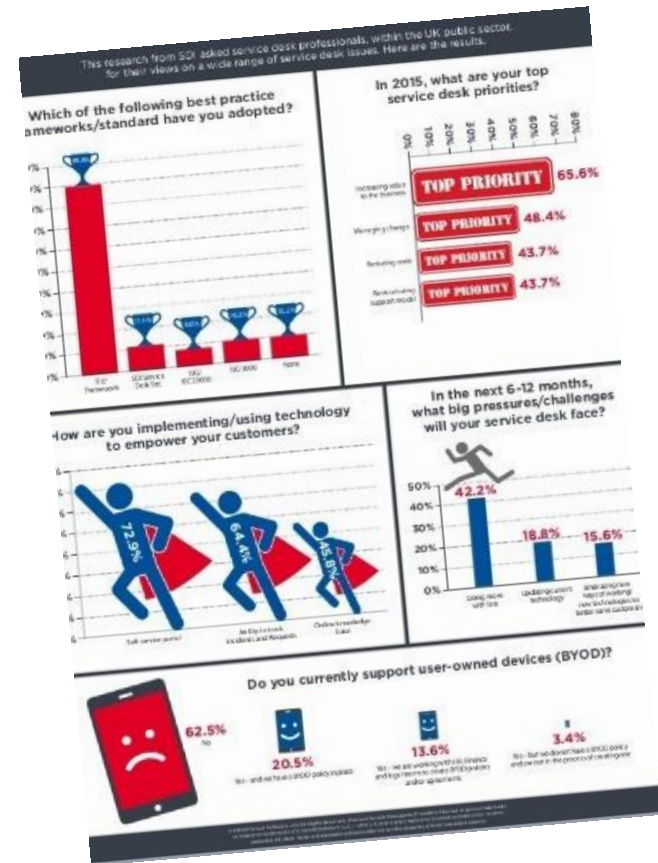


DISC Fitness Benchmarking & Comparison System  
This report allows employers to compare new applicants to desirable job performance benchmarks by industry.

Employers can also compare job applicants to the assessment results of current employees, thereby enabling them to create an employee composite of ideal scores

### Features and functions:

- Create individual DISC benchmarks tailored to a specific job.
- Compare one or more individuals to a job.
- Compare one or more individuals to many jobs.
- Compare one or more individuals to behavioral style.
- Compare one or more individuals to all (15) behavioral styles.
- Compare one or more individuals to another individual.
- Compare one or more individuals to many individuals (groups, teams or organizations.)
- Unlimited seven-page Fitness reports.
- Unlimited Fitness ad-hoc reporting.
- We will occasionally release additional job benchmarks that will be added to your benchmark list.



# About ANSAAR QURESHI

## Your **Action**COACH in Pakistan...



Ansaar Qureshi

My **Mission** is to  
"...help Business Owners  
to make more revenues  
by transforming their  
business through  
business re-education".



**Ansaar Qureshi** is a Business Strategist, with hands-on experience in helping Small & Mid-Sized organizations identify and resolve their business growth challenges by addressing business practice as well as leadership mind-set issues and hence unlocking business growth potential.

Ansaar has over **25 years** of experience. His expertise in working with business owners and CEOs across the Pakistan is vast and runs across multiple industries. This experience, combined with thorough and powerful Transformation Strategies, coaching in the areas of finance, operations, systems, sales & marketing and teams, has enabled his clients despite the competitive economy to consistently achieve measurable, sustainable, double-digit growth.

From the corporate world and through running his own successful businesses, Ansaar gained an exceptionally strong knowledge base when he went on to founding IKON Professionals (Pvt) Ltd – the first **ActionCOACH** Company based in Pakistan.

A member of the International Financial Consultants- USA, Ansaar is a Certified Business Coach. He is CPA and an Executive MBA. He is trained on a variety of Coaching Models and Assessment Tools...

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## **ActionCOACH | the world's number 1 business coaching firm**

### About ActionCOACH

Over the past two decades, ActionCOACH has served thousands of businesses and their owners around the world and in every category imaginable. By showing owners how to get more time, better teams in their companies and more money on their bottom-line, ActionCOACH has grown to be the number one business coaching firm in the world, with hundreds of proven systems and strategies ... guaranteed to get results.

With more than 1,000 offices in 59 countries, ActionCOACH delivers its proven business development systems to tens of thousands of business owners every week, owners who turn to business coaching to get the freedom and lifestyle they sought when they first went into business for themselves. Since its inception, ActionCOACH has coached more clients, won more awards, gained more recognition and produced more profits than any other coaching company of its kind in the world. For more information about our organization, please visit [actioncoach.com](http://actioncoach.com).

IKON Professionals is a client-serving official franchise of ActionCOACH-USA operating in the US.

### About IKON's Business Advisory Services

IKON PROFESSIONALS (PVT) LIMITED was established to meet growing demands, needs of various organizations, institutions, and industries. The outfit is a team of highly committed and empowered professionals with years of experience. They work with organizations and communities to; build a culture of self-organizing teams who thrive on pushing boundaries to build trust and co-create mechanism to achieve their dreams.

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**iKON** Professionals  
(Pvt) Ltd  
Consulting | Diagnostics | Transformation

