



CONFIDENTIAL REPORT

(COACH'S COPY)

for

Ms. Mary Sample

Friday, November 23, 2007

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UNDERSTANDING THIS REPORT

The Purpose of This Report

The Prevue Corporate Coach Report provides information that will assist a Coach in understanding Mary Sample's unique profile. It can also provide Ms. Sample with a better understanding of herself. The report provides insight into Mary Sample's personality profile and important work related characteristics. It is intended to assist the coaching or mentoring relationship by providing a starting point for meaningful discussion about Ms. Sample's personality profile and important work related characteristics. It is intended to assist the coaching or mentoring relationship by providing a starting point for meaningful discussion about Ms. Sample's values, needs and objectives. Further, the report should assist the Coach to ask pertinent questions and provide relative feedback and ideas that are tailored for Mary Sample.

The Prevue Corporate Coach Assessment is specifically designed to provide general work related information that will initiate a positive and effective coaching or mentoring experience. It is not intended for use in screening, selection, succession planning or other human resource management functions. The Prevue Assessment System, with its sophisticated job benchmarking features, would be the appropriate assessment product to address such human resource functions. For more information on the Prevue Assessment System, see www.prevueonline.com.

Where Does The Information in This Report Come From?

The information in this report is derived from Mary Sample's responses to the Prevue Corporate Coach Assessment. The Prevue Corporate Coach Assessment is comprised of the personality and interests inventories from the valid and reliable ICES Plus Assessment, a psychometric test battery developed in the early 1990's by View Assessments International Inc. under the direction of Dr. David Bartram, one of the world's leading psychometricians. The ICES Plus Assessment is the cornerstone of a number of established and respected employment and vocational assessment products including the Prevue Assessment System, the TotalView Assessment System and the Career Mapper Assessment. Those products have been used to assess more than one million people in North America alone. For more information about the ICES Plus Assessment, the Prevue Corporate Coach Assessment or the Prevue Assessment System, see www.prevueonline.com.

Recommendation

Both the Coach and the Coaching Candidate should read their copies of this Assessment carefully. We generally recommend the Candidate be encouraged to have her Assessment reviewed by a spouse or personal friend. Candidates are sometimes surprised to find the Assessment presents such an accurate profile.

Total Person Description

Mary Sample

Ms. Sample is strongly interested in people and would be most happy in a job that involves contact with others. She is also well motivated to work with data and moderately interested in things. She could process abstract information and use technology so long as she still had opportunities for social interaction. She would perform best where she could take advantage of her preferences for both interpersonal activity and data analysis. In a computer context, Ms. Sample would enjoy direct communication (via Internet connections, E-mail, and word processing) and data management.

Ms. Sample is a strong team player who enjoys individual recognition. Competitive and highly assertive, she is extremely direct and says exactly what she thinks. At times, her willingness to confront can seem argumentative, but she still values cooperation and will seek to collaborate with rather than browbeat her opponents. She is most comfortable when controlling the situation and, when she has a personal interest in the events at hand, it may be difficult for her to let go of authority.

Ms. Sample will conduct herself in a conventional and reliable manner. She can also be creative and spontaneous, and she can react to events as they happen. Although she is at her best working in a structured and unambiguous environment, Ms. Sample will prefer to respond spontaneously to situations as they arise. This is a good combination for most businesses because it means reliable performance with the flexibility to meet sudden changes in the marketplace.

Mary Sample prefers to work in the company of others. She believes that the more people involved the better the outcome. Extended periods of solitude will be frustrating for her. Often wanting to be in the spotlight, she will usually lead any discussion. She enjoys meeting new people and exploring new ideas. She often acts impulsively and long-term assignments must include variety or else she will lose interest. Ms. Sample will not tolerate a great deal of monotony and she will thrive on challenging assignments, particularly if these contain an element of risk.

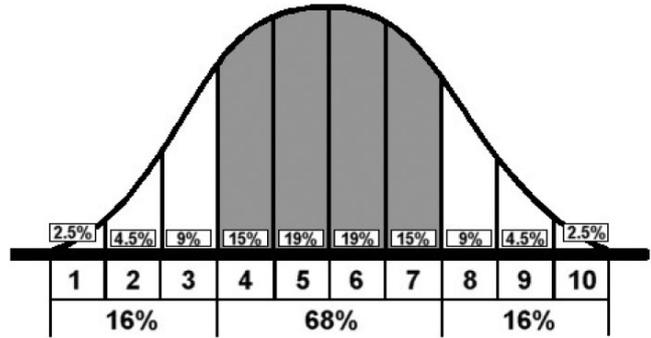
Mary Sample is sensitive to the emotions of others, and she will generally act appropriately. Certainly, unwarranted criticism can upset her equilibrium, but she will quickly regain her normal good humor. She is not bothered by the ordinary give and take of human relations. She is generally calm and, while aware of stress, she does not let it stop her from achieving her goals. She is so relaxed and copes so well with pressure that some might misinterpret her lack of excitability as indifference. Less scrupulous people may attempt to exploit her easy trust and remarkable patience. Ideally, she should work on demanding, high pressure, long-term projects that require dealing with people openly and objectively. Whether she is required to give a fast response to a crisis or methodical attention to a routine task, Ms. Sample will work well under most pressures.

The components of this Total Person Description are graphically displayed on the next page.

Total Person Description

Mary Sample

The assessment scores collected from a large sample of the population, when graphed, produce a bell shaped curve as shown in the diagram to the right. The bell curve can be divided into ten equally wide dimensions called standard tenths or stens. The 1 to 10 scoring scale is used throughout the revueCorporateCoachAssessment**. Approximately 16% of the population will have sten scores in the 1-3 ranges and 16% in the 8-10 ranges. The other 68% will score in the middle ranges 4-7.



Motivation/Interests

	1	2	3	4	5	6	7	8	9	10	
Working with People							7				High
Working with Data						6					High
Working with Things					5						High

Personality

	1	2	3	4	5	6	7	8	9	10	
Diplomatic							7				Independent
Cooperative						6					Competitive
Submissive								8			Assertive
Spontaneous							7				Conscientious
Innovative										10	Conventional
Reactive					5						Organized
Introvert								8			Extrovert
Self-Sufficient										10	Group-Oriented
Reserved							7				Outgoing
Emotional						6					Stable
Restless				4							Poised
Excitable										9	Relaxed
Frank						6					Social Desirability

Each of the personality and interest dimensions displayed above are examined in more detail in the next section of the report that describes Mary Sample's Individual Characteristics.

Individual Characteristics

Mary Sample

This section of the report provides more detailed information on each of the interests and personality dimensions shown on the preceding graph. First is a review of Ms. Sample's responses to three recognized interest scales, working with people, working with data and working with things. This is followed by an examination of twelve personality dimensions which are based on four established major personality scales, independence, conscientiousness, extroversion and stability (ICES). These major scales provide a measure of the overall structure of personality. Each of the major scales is supported by two related minor scales that provide a richer description of personality. The examination of the personality scales is followed by a social desirability scale which checks for consistency in the responses to the questions in the personality section. For more information on the origin and development of the interests and personality scales, see www.prevueonline.com.

Working With People

Mary Sample shows a higher than average interest in work that involves dealing with people. She is likely to prefer employment with a reasonable degree of contact with others and would not be happy working on her own all the time. She will enjoy work that requires difficult and demanding interpersonal skills.



COACH'S TIP: Because Mary Sample is well motivated to work with people, she will like interpersonal tasks such as training, advising or negotiating. She may give lower priority to indirect supervision and administration as these tasks offer less social contact. You may want to encourage her to make the best use of her social interests at work.

Working With Data

Mary Sample's interest in working with data is slightly above average. She will tend to put extra effort into scheduling tasks, managing paperwork, and maintaining records. She will likely keep a balanced view of business reports.



COACH'S TIP: If Ms. Sample's job demands zeal for working with data, you may want to encourage her to develop her positive interest in information by taking courses in logic, data management, or decision support strategy. She might also benefit from coaching in forecasting as could take her willingness to work with information to a much higher level.

Individual Characteristics

Mary Sample

Working With Things

Mary Sample expresses an average level of interest in work that deals with inanimate objects such as machinery, tools or equipment. Generally, she will prefer a hands-on approach to designing, managing or working with things. She will probably like working with electronic devices and should apply herself well when using new technology.



COACH'S TIP: If a fully-developed mechanical faculty will help Ms. Sample to achieve her business goals, you might want to reinforce her moderate inclination to work with things.

Diplomatic / Independent

Mary Sample is usually forthright and plays hard to win. She can be outspoken and rarely withdraws from controversy and argument. At the same time, she will apply considerable effort to achieving both team and personal goals. Although she is ambitious, she is often considerate of others and is therefore entirely competent if she applies the right trait at the right time.



COACH'S TIP: Because Ms. Sample can be hard-driving and determined, you might consider a focus on specific abilities such as listening skills and goal setting to ensure the most effective use of her will to win. She may particularly need support if she leads a team of a highly competitive subordinates. If so, you may want to encourage her to develop her diplomatic skills.

Cooperative / Competitive

Mary Sample expresses herself as a mildly competitive person who strives for success while preserving accord within the group. For the most part, she will balance her own achievements with the need to maintain helpful relationships with others. Although she is somewhat ambitious and may enjoy being a front runner, her will-to-win almost never interferes with corporate goals.



COACH'S TIP: You might consider a detailed discussion of personality profiles to make Ms. Sample more aware of her competitive and cooperative traits and how these compare with the general population and those of her team. Given her good blend of these traits, she may only need temporary support if particular projects require either a high level of collaboration or single-minded determination to win.

Individual Characteristics

Mary Sample

Submissive / Assertive

Mary Sample is often straight forward, assertive and outspoken. She usually respects other opinions, yet is unafraid of confrontation and, given opportunity, she tends to take control. These are good qualities for leadership.



COACH'S TIP: If you see that Ms. Sample is veering toward being argumentative or domineering, you might want to show her that, while she cannot always control her peers and subordinates, she can control her response to them. Similarly, if a particular assignment calls for discretion, you may want to provide her with sensitivity training to develop her mild tactfulness.

Spontaneous / Conscientious

With a notable tendency to be conscientious and detail-oriented, Mary Sample prefers orderly work habits. She is still able to adapt to unexpected changes or sudden demands, but her forte is likely to be an organized approach and meticulous follow-up. She will only occasionally react spontaneously.



COACH'S TIP: If Ms. Sample will frequently encounter business problems requiring flexibility, lateral thinking, and quick decisions, you might consider focussing on structured problem-solving exercises, games of logic, puzzles, or role playing. These activities will further develop her modest inclination for spontaneity.

Innovative / Conventional

Mary Sample is highly conventional and reliable, and often meticulous in her attention to details. She likes to do things "by the book" and prefers a structured environment with a definite plan. Because she tends to be time conscious and strategic, she may find it difficult to adapt to delays, personnel changes, or emotional upheaval in the workplace.



COACH'S TIP: Considering Ms. Sample's extreme conventionality, you might consider reviewing her job description to identify issues that require flexibility or innovation. If there are significant issues in this category, consider having Ms. Sample experiment with a flexible time management plan so that she will have more leeway to deal with disruptions. Similarly, if creativity is definitely needed for success, you might want to introduce lateral-thinking exercises and logic puzzles that stimulate originality.

Individual Characteristics

Mary Sample

Reactive / Organized

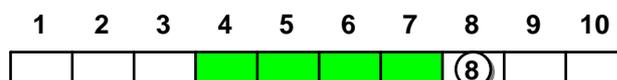
Although Mary Sample values organization and structure, she generally copes well with change and disruption. Most often she can find the right balance between administrative tasks and professional objectives. While she may prefer to think things through before responding to unforeseen events, she will not drag her feet when a quick reaction is necessary.



COACH'S TIP: If Ms. Sample's job warrants very fast reactions, you might emphasize flexibility and help her to set priorities so that she can respond even more speedily. Also, if she has key tasks which require intense attention to technicalities, you may want to encourage her to develop her existing organizational skills to a greater level.

Introvert / Extrovert

Mary Sample is a sociable, talkative person who seeks excitement. Others will tend to see her as a high-spirited, lively individual and she probably has above-average listening and social skills. In fact, she may be happiest when she is the center of attention, because being with people provides her with fun, entertainment, and stimulation. Repetitious, solitary tasks may be wearisome for her and she could be tempted to postpone these and simply act on impulse.



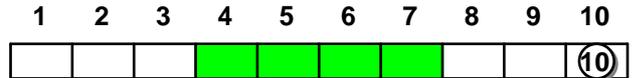
COACH'S TIP: You may want to begin with a general evaluation of Ms. Sample's interpersonal and communication skills which will most likely be very good. Consider showing her how she can best use these skills to achieve corporate goals. Also, if you observe that Ms. Sample tends to act on impulse more often than is warranted by her job, you might want to advise scheduling techniques that will allow varying the time and sequence of mundane tasks, while reinforcing their importance.

Individual Characteristics

Mary Sample

Self-Sufficient / Group-Oriented

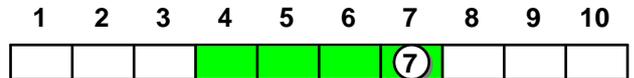
Being exceptionally group-oriented, Mary Sample thrives in a lively environment with plenty of social contact. While she usually likes to be part of the group and wants others' approval, she does not necessarily need to be the leader. These traits are assets when dealing with people at any level.



COACH'S TIP: If Ms. Sample's key tasks require her to work in isolation, you may want to promote autonomy and increase her low level of self-sufficiency. However, if she usually works with many people in an open plan setting, you may find that Ms. Sample needs little or no coaching regarding this trait.

Reserved / Outgoing

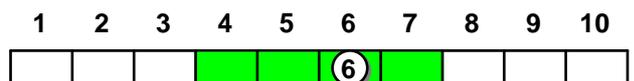
Outgoing and talkative in a social setting, Mary Sample can hold back and be quiet during "strictly business" events. While she will handle most routine tasks well, she more likely prefers variety and challenge. She probably has a good blend of social skills, but emotionally needy co-workers could misunderstand her informality and openness.



COACH'S TIP: If many of Ms. Sample's tasks require restraint and propriety, you can readily build on her modest inclination to be reserved, but she will likely need minimal support for ad hoc assignments.

Emotional / Stable

Calm and confident for the most part, Mary Sample is emotionally stable. These qualities enable her to deal efficiently with staff predicaments, career setbacks, or unrealistic expectations of supervisors or subordinates. She can be wary of other's motives and would likely react quickly and appropriately to anyone who tried to take advantage of her easygoing nature.



COACH'S TIP: Ms. Sample has good coping skills and may only need your intermittent guidance to remain dispassionate about resolving contentious issues. If she wants your help to keep her cool demeanor, you might consider stress management and relaxation exercises to ease tension. You may also consider encouraging her to take a more emphatic approach when necessary.

Individual Characteristics

Mary Sample

Restless / Poised

Generally composed, Mary Sample may be upset by prolonged stress or exceedingly demanding tasks. If involved in a personal dispute, she could find it difficult to remain objective. While these adverse situations may not occur frequently, she should be prepared for them and she will strive to remain rational.



COACH'S TIP: If Ms. Sample seeks your assistance, you might want to suggest courses in stress and anger management. Relaxation techniques, such as breathing exercises which can be done on the job, might also be beneficial.

Excitable / Relaxed

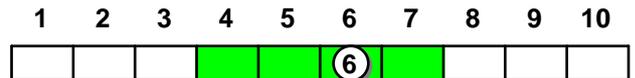
Mary Sample is a relaxed and trusting person, who remains calm under stress. She probably copes well in high-pressure jobs. She will tend to accept others at face value and unscrupulous people might try to exploit her easy trust and remarkable patience. Being so relaxed puts her at risk of having a diminished sense of urgency.



COACH'S TIP: After reviewing Ms. Sample's potential job requirements, you might want to encourage a little more fervor and vigilance. Trust exercises could also help her to determine when it is and is not appropriate to trust.

Social Desirability

Ms. Sample describes herself as being well aware of social rules and expectations, and generally conforming to them. She has presented a frank and fair picture of herself in this assessment.



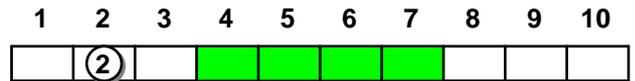
Approach To Work

Mary Sample

This section of the Prevue Corporate Coach Report provides information on your response to a number of work related subjects or situations. Each of the Approach to Work scales is derived from one or a composite of the personality scales reviewed in the Total Person and Individual Characteristics sections of this report. The information in this section should provide a better understanding of your natural approach to several significant work situations or requirements that are experienced in various types of employment.

Focus On Work

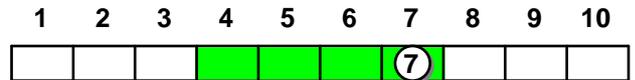
WORKS TO LIVE (1) VS. LIVES TO WORK (10):- The Focus on Work scale provides information on the importance of work to Ms. Sample.



Some see work as a means to an end while others define themselves by their work. Mary Sample's career is a means to an end and far from being a defining characteristic of her life. If there is a conflict between home and work, her personal life will rarely be compromised. Home, family and leisure activities are markedly important to her and probably help her to deal with a greater variety of business problems.

Approach to New Ventures

CAUTIOUS (1) VS. OPTIMISTIC (10):- This scale distinguishes those who approach new ventures or issues with caution from those who approach new ventures with optimism.



Because Mary Sample finds excitement in new ventures, Mary Sample generally sees the business world as having more opportunities than dangers. She tends to react quickly to problems and will try new methods to boost performance and productivity. She realizes, however, that singular actions can have negative consequences. As a result, Mary Sample will not adopt new practices merely because they are novel: she must be persuaded that they are also timely and effective.

Approach To Work

Mary Sample

Leadership Style

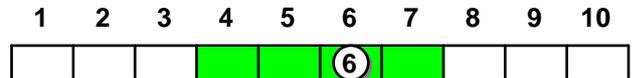
DEMOCRATIC (1) VS. COMMANDING (10):- Leadership Style is measured from 1 for those who prefer a nurturing style of leadership to 10 for those who are naturally inclined to a more demanding Leadership Style.



Mary Sample is good leader for crisis management: she tends to be explicit and moderately demanding, and she strives for timely, accurate results. If her work is continually in transition or if there is a lot of conflict in the workplace, this style will be practical. However, most work situations demand some give-and-take. Mary Sample may want to vary her approach and use a more interactive, democratic style when necessary.

Preference for Change

LIKES ROUTINE (1) VS. LIKES CHANGE (10):- This scale identifies where Ms. Sample fits in the continuum between a structured environment with a fixed routine and a dynamic fast changing working environment.



Generally in favour of challenge and change, Mary Sample still likes to preserve some order and regularity. Similarly, she likes an efficient organization but chafes under narrow guidelines. If she is free to develop new concepts, she can do routine work very well. She will react proactively to change and adapt readily to new trends, given that these are improvements. She does not value change simply for its intrinsic excitement.

Approach to Conflict

FORCEFUL (1) VS. ACCOMMODATING (10):- This scale distinguishes those who are forceful in their approach to conflict from those who avoid conflict by being accommodating.



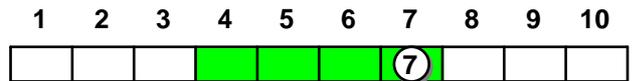
Mary Sample tends to be reasonably forceful and direct in her approach to conflict. Secure in her own self-concept, she readily engages in debate and confrontation, and will only occasionally be worn down by the impact of others. While her vigorous approach probably gets good results most of the time, she may need to temper her initiative in emotionally-charged situations. If feelings are running high, a more moderate, accommodating style could be more effective.

Approach To Work

Mary Sample

Compensation Preference

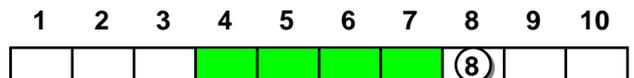
FIXED SALARY (1) VS. COMMISSION/BONUS (10):- The Compensation Preference scale identifies whether Mary Sample is more motivated to work by a secure salary or by performance based remuneration.



Mary Sample enjoys gambling on performance goals, but she also wants some regular income. A modest salary with a good bonus or commission plan should suit her well. If most of her compensation is steady income rather than profit-sharing or performance-based earnings, she will need some support to accept this. While enjoying the excitement of incentive-based earnings, she will not risk things of real importance. She likes the challenge of new ventures as long as she can think things through and be ready for potential problems.

Approach to Self Promotion

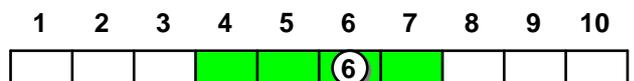
RELUCTANT (1) vs. ASSURED (10):- People who score 1 on this scale are reluctant to put themselves forward while those who score 10 are extremely assured.



When selling her own ideas or products, Mary Sample tends to do well. She has little hesitation about putting herself forward and she will be nicely committed to her own views. While this above-average level of assurance is good for most endeavors, she may need to "rein in" a little when negotiating or collaborating with less outspoken people. Without ever intending to, she could overwhelm others with her positive self-image.

Approach to Risk Taking

CAREFUL (1) vs. DARING (10):- This Approach to Risk scale is measured from 1 for avoidance of risky behavior to 10 for willingness to engage in risk.



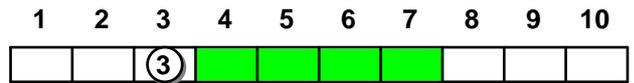
Although sometimes tempted by chancy behavior or quick decisions, Mary Sample will act appropriately in most situations and expediently in a crisis. She will avoid unnecessary risk, particularly if it could lead to accidents, damage or loss. She prefers to refrain from ad hoc solutions but, if matters are pressing, she can react swiftly, even impulsively. Those who value steadiness will like her typically mindful approach. Others, who want quick answers and fast actions, will appreciate her competent performance.

Approach To Work

Mary Sample

Approach to Listening

CONTROLLING (1) VS. SYMPATHETIC (10):- The Approach to Listening scale is measured from 1 for a person who tends to dominate a conversation to 10 for a person who is an exceptionally sympathetic listener.



Mary Sample tends to get caught up in enthusiasm for her own ideas and this can result in little opportunity for others to express their thoughts. Being outspoken and self-confident, she may well talk too much without realizing that this stifles contribution from the team. If peers or subordinates are strident, she may hear only their tone and miss their meaning. She could benefit from using more active listening skills such as paraphrasing, questioning, and neutral repetition. Setting specific goals to promote more dialogue would increase the involvement/inclusion of others.

Validity

Mary Sample

The rules for identifying patterns of responses in the Personality Section of the Prevue Corporate Coach Assessment which might be "invalid" include systematic, but non-meaningful response patterns, omissions and excessive use of the "B" answer option. Systematic, but non-meaningful response patterns occur when the distribution of the responses differ from the norm and are considered unusual. The omission rule occurs if more than three responses are omitted in a given scale, making the results appear more average than they are. The "B" answer rule is affected by the total number of "B" responses selected. The candidate had the choice of an "A", "B", or "C" for every question in the Personality Section of the Prevue Corporate Coach Assessment. The second option, the "B" choice, is always an unsure or in-between answer.

The total number of "B" responses chosen for this report was: 3

This number of "B" choices is within acceptable levels and the results of the Personality Section of this report had meaningful response patterns. Therefore the data presented in this Prevue Corporate Coach Assessment can be considered accurate and reliable.