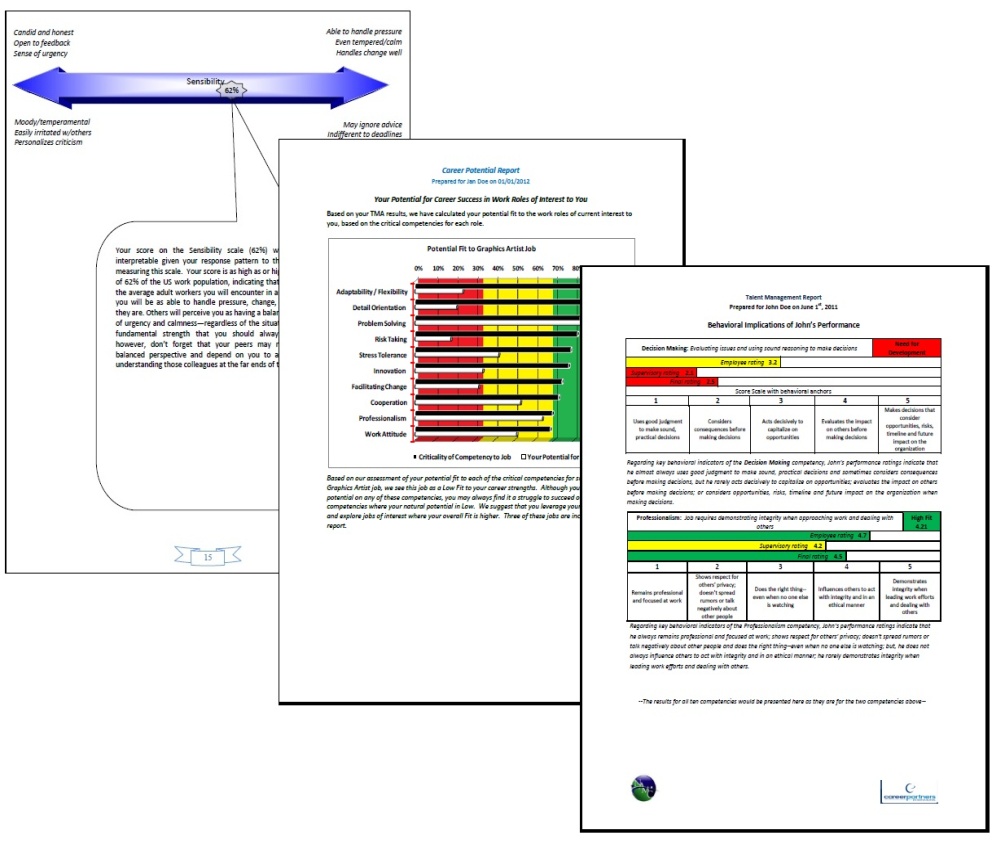
**PointLeader***from the American Institutes for Research*

*For over 65 years, the world has depended on the American Institutes for Research (AIR) to provide research-based solutions to workforce decision making needs. Recent economic conditions have not only increased the importance of effective workforce decision making, but have also reduced the timeline for solutions. Recognizing the significance of this situation, we have committed our expertise in metrics, predictive modeling, assessment technology and data use to leverage our 65 years of workforce research into the PointLeader product line.*

*What is PointLeader?*

PointLeader is much more than a new way to describe existing workforce consulting techniques. It is a set of standardized psychometric tools that provide the best metrics possible for workforce decision making reports. PointLeader was engineered with the end in mind—reports that will be useful to employees, administrators, and decision makers. We designed a user-friendly system of research-based tools that support the reports.

The foundation of PointLeader is the standardized competency model.  This model is based on a synthesis of over 50 years of existing performance modeling work and is aligned to the O\*NET taxonomy.  PointLeader uses 40 competencies from across all models that adequately capture the meaningful variance across all jobs.

The scientific rigor, utility, and simplicity of use of PointLeader are driven by alignment of the system tools to the standardized competency model. Using the PointLeader tools, jobs are described in terms of the competencies. People are assessed on their potential to perform on the competencies. Performance is measured on the competencies most critical to a job. Learning management is aligned to the competencies.

##### Competency Alignment = PointLeader Effectiveness

This alignment of metrics across jobs, people, performance, and learning to the standardized competency model allowed us to use a synthetic validation approach to programming relationships between the PointLeader tools for any job or person. Based on over 65 years of research studies, the relationships programmed into the PointLeader support HR and management decision making about jobs, person-job fit, job performance, development needs, and leadership potential with no additional validation evidence from the client. This is the simple scientific rigor built into PointLeader that drive effectiveness of all aspects of talent management:

1. **PointLeader Competency Profiler** provides competency profile reports of success in each of your jobs.
2. **PointLeader Potential Assessment** provides reports of potential job-fit for employees and applicants.
3. **PointLeader Performance Measure** provides diagnostic reports of employee performance.
4. **PointLeader Learning Management** provides progress reports of employee development.
5. **PointLeader Development Index** provides actionable reports of leadership potential

*Will PointLeader help my business?*

PointLeader provides the benefits of fair and useful strategic human resource management to all companies—regardless of their existing resources—in a scalable model.  We have used PointLeader to help this diverse set of clients with these needs:

* Large hospital management group that needed a physician leadership development system
* Multi-site hospitality business that needed to reduce employee turnover, absenteeism, and theft
* Multi-national tire manufacturing company that needed an employee selection system to reduce safety risks and absenteeism
* The large municipal government Comptroller who needed a more efficient and useful method for modeling job competencies and measuring performance of his staff
* The well established manufacturing plant operating on a lean budget during a critical economic time that needed to reduce turnover in their 300 person workforce in order to sustain production and profits
* Nuclear power plant business that needed to identify predictors of plant leadership decision-making performance
* Large urban school districts going through the largest budget cuts in history that needed to manage the talent of their building principals in order to improve school performance
* The large multiple site healthcare organization that needs the standardization of an integrated talent management system that can be administered across sites, but is flexible enough to address site specific cultural differences that influence the job fit of nurses and doctors.
* The Native American Tribal governments and businesses that needed to identify and eliminate test bias against Native Americans in talent management tools

*According to a survey of Senior Leadership in organizations using our tools, the NAMC Talent Management System will:*

* Improve the organization’s bottom line through more effective human capital management.
* Enhance Leadership for the future of the organization.
* Develop the careers of staff for higher job satisfaction and productivity.

*Does PointLeader require use of external consultants?*

Unlike most talent management tools on the market, our systems approach and user-friendly reports were designed to take the guesswork out of data interpretation, which reduces your need to hire external consultants. We provide user training and full customer support to all of our clients, which typically reduces your need to hire external consultants to use the system. In many cases, our clients find that after using the PointLeader Metrics for 1-2 years, they see value in engaging an organizational development expert to help them take full advantage of their increased productivity and morale.

*Does PointLeader require expensive add-ons?*

PointLeader was designed to provide full talent management functionality with no add-ons. To fully appreciate this statement, it is necessary to understand that for over 100 years we have known that the four critical functions of talent management are defining jobs, identifying people who can do the jobs well, measuring and directing job performance, and development. Everything else is bells and whistles. If you want bells and whistles our competitors will probably sell them to you. We have designed PointLeader to be an out of the box, full service talent management system.

*How much does PointLeader cost?*Because of the efficiencies built into PointLeader as an aligned and integrated Cloud-based system, you get the decision making data you want in a format that you can use at a fraction of the per person costs for a proprietary talent management system. Typically, costs are calculated either annually per employee for unlimited use of the system, or, on a per use basis for one or more of the tools. To determine the most effective use and price for each client, AIR consultants will conduct an organizational diagnosis and present you with a set of pricing options.

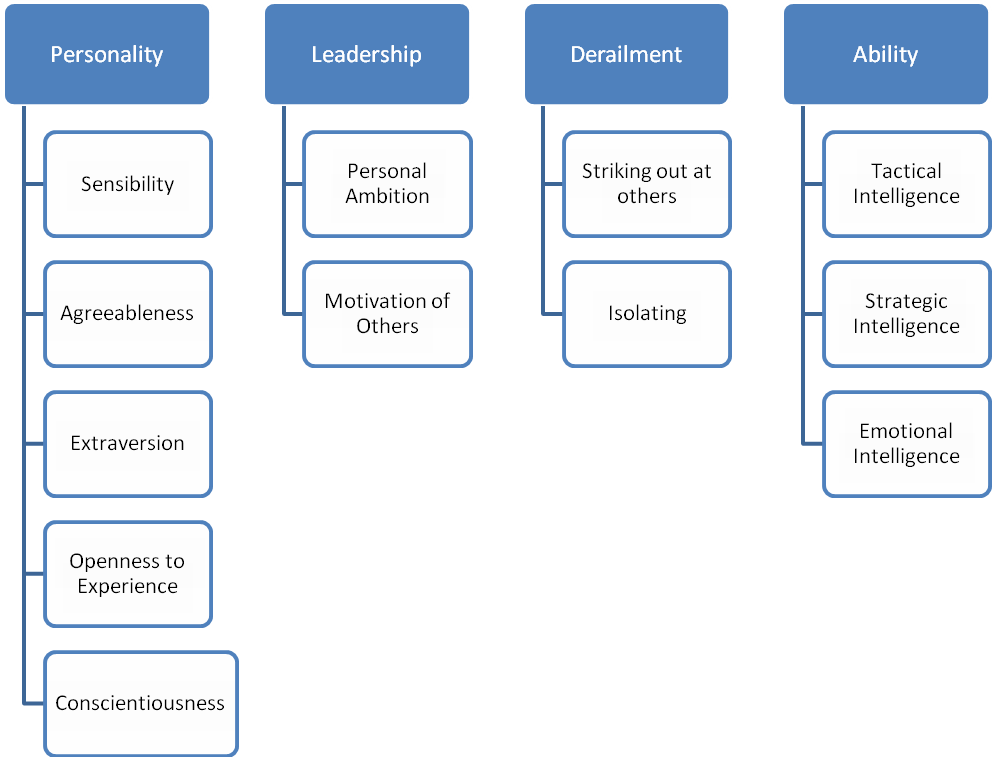
*Where can I learn more about PointLeader?*Information about pricing, research, or training for PointLeader is available from the American Institutes for Research at [www.air.org](http://www.air.org) and from our strategic partners at [www.tribaloperations.com](http://www.tribaloperations.com) and www.Trak-1.com. We look forward to hearing from you.

**PointLeader Potential Assessment** provides predictive metrics for generating reports of potential job-fit for employees and applicants. It is a 30-minute, online, dynamic assessment of ten dimensions that predicts job performance across all competencies, jobs, industries, and organizations using a proprietary configural scoring system. The Competency Fit Assessment is the industry standard for providing a fair and predictive employee assessment system aligned to jobs and performance.

The only assessment fair to all race, gender, and age groups,

Highly predictive of employee fit to jobs and organizations to reduce turnover, increase productivity, and increase employee satisfaction, and,

Easily administered with useful reports of job fit, competency fit, and leadership potential.



*“The Aberdeen Group's HR Executive's Agenda 2011 report found that assessments, both in the pre- and post-hire, were not only among the top three most common enablers of success, but were also one of the biggest points of differentiation between high and low performers. In fact, Best-in-Class companies were 69% more likely to use assessments post-hire than All Others (Industry Average and Laggard companies combined). Top-performing companies find ways to quantify, evaluate, and help make better decisions for the future of the organization.”*

**PointLeader Competency Profiler** provides competency profile reports of success in each of your jobs.

The Competency Profiler is a 20-minute online job analysis questionnaire based on the PointLeader competency model benchmarked to all jobs in the US Economy through the O\*NET. It is administered online to current employees with specific knowledge of the requirements for success in their job. The metrics produced identify the criticality of each competency to the job and are used for staffing, compensation, and development planning.

**PointLeader Performance Measure** provides diagnostic reports of employee performance.

The Performance Measure is an online measure of individual job performance completed by employees and their managers that provides performance metrics and developmental feedback aligned to job competencies for all employees. Behavioral anchors for each competency provide actionable goals for employee performance development and are reliable enough to track changes in behavior.

The Performance Measure is aligned to the Competency Profiler and the Potential Assessment metrics in PointLeader for each job. The system and reports are user friendly and fair, with actionable output for employees and managers.

**PointLeader Learning Management** provides progress reports of employee development

The Learning Management component of the Pointleader system builds on the metrics over an employee’s career from their Competency Profiler, Potential Predictor, and Performance Measure to provide development plans, priorities, diagnostic reports, and best fit career ladders.

**PointLeader Development Index provides actionable reports of leadership potential**

The Development Index draws from all other metrics in the Pointleader system: Competency Profiler, Potential Predictor, Performance Measure, and Learning to provide a single comprehensive report that is unique in its power to identify potential leadership strengths and developmental opportunities. According to one Senior Executive after his leadership group had participated in our PointLeader Development Program, the Development Index brought higher levels of self awareness to leaders to achieve balance, an understanding of how to structure a balanced high performance team, and a better understanding of appropriate job/task assignments for staff.