



Hogan Accredited Users and Administrators Newsletter from Peter Berry Consultancy

Hogan Rebranding

Hogan Assessment Systems was founded by Drs Robert and Joyce Hogan in 1987. Hogan is now available in 30 languages, 40 countries and has been completed by millions of people globally.



As of April 2009 Hogan will have a new look. This new look will form part of the company's contemporary branding initiative. The first of these initiatives will be the launch of the new Hogan website www.hoganassessments.com. This launch has been timed to coordinate with Hogan's release of its "new look" marketing material which will focus on the key aspects of the employee life cycle. Hogan will now have three discreet product options:

- **Hogan Select**
- **Hogan Develop**
- **Hogan Lead**

Within these product options you will recognise a range of current reports as well as some additional reports. More details will be provided to you (including sample reports) as the rebranding is rolled-out globally. Please note that the content of the existing reports will not change, however layout and branding will be more contemporary and user-friendly and Hogan will feature as the primary brand. We will be working with our clients over the next few months to ensure a seamless transfer for you and your clients. On top of this you will receive an additional newsletter with more information mid April.

Hogan Visit to Australia

To support the growing use of Hogan within the Australian marketplace, two of Hogan's senior staff will be visiting Australia. The visit has been timed to coordinate with the combined Hogan and Peter Berry Consultancy sponsorship of the Industrial and Organisational Psychology (IOP) Conference. Details for this can be found at www.iopconference.com.au. For Hogan accredited users we will be providing a range of opportunities to meet with Drs Jarrett Shalhoop and Kevin Meyer. Dr Shalhoop and Dr Meyer will be at the IOP Conference and will be available to also speak to the Hogan presentations and research released at SIOP, which is occurring from the 2nd to the 4th April. Details of these presentations will also be provided to you shortly.

In addition, we are organising **Hogan Practitioners Forums**. These forums will focus on the following aspects of Hogan - Select, Develop and Lead. The forums will include the content below and will be held in:

Sydney	Wednesday, 24 th June
Brisbane	Tuesday, 30 th June
Melbourne	Thursday, 2 nd July

Hogan Select

This will cover using Hogan for selection, induction and on-boarding and will include Australian and global case studies.

Hogan Develop

This will look at how to retain and grow top employees, effective employee management and coaching, succession planning and using people as your organisation's competitive advantage. Using Hogan for team building will also be covered in this session. This will include Australian and global case studies.

Hogan Lead

This will provide an overview of leadership derailment, identification of high potential leaders, growing your leaders to match the company's future needs and the aspirations and abilities of beyond succession planning using Hogan's leadership development process. In this session we will look at the implications of coaching and it will include a coach's forum drawing on Australian and overseas case studies. The morning presentations on each day will be *Hogan Select*. The afternoon presentations will be *Hogan Develop* and *Hogan Lead*. Individuals may select the sessions they wish to attend.

You will receive your invitation shortly. Should you wish to secure your registration early, you may register by emailing your request to Debbie Roberts droberts@peterberry.com.au.

Keynote Breakfast Presentations (ICSP)

In partnership with our alliance partner, International Customer Service Professionals (ICSP), we have made arrangements for Hogan Accredited Users to be invited to attend their events to be held in Melbourne, Sydney and Brisbane. At these events Drs Meyer and Shalhoop will be presenting keynote research presentations. More details of these events will be forwarded to you shortly and you will receive invitations from ICSP with full details and arrangements. Registration for these events will be through ICSP.