

Bringing you the latest Peter Berry Consultancy and Hogan news featuring:

- Platinum Sponsors at the 8th Industrial Organisational Psychology Conference (IOP)
- International Customer Service Professionals' Breakfast Events
- Characteristics of Contemporary Emerging Leaders Research
- Details of Hogan Elite Summit 2009, New Orleans
- Hogan Accreditation dates for 2009
- Hogan launches new brand Initiative
- Hogan showcases High Potential Candidate Assessment
- McKee Foods case study using Hogan Safety solutions
- HPI and HDS case studies



Platinum Sponsors at the 8th Industrial Organisational Psychology Conference (IOP)

Peter Berry Consultancy and Hogan are the Platinum Sponsors at the 8th Industrial and Organisational Psychology Conference to be held at Manly Beach, Sydney, from 25th to 28th June. We will have staff available during the conference to meet with clients. Drs Meyer and Shalhoop will also be in attendance. If you would like to make a specific appointment, please contact Kim Pluess on 02 9967 9666 or kpluess@peterberry.com.au.

International Customer Service Professionals' Breakfast Events

In conjunction with the International Customer Service Professionals, Dr Meyer and Dr Shalhoop will be Keynote Speakers at breakfast events. These breakfast events in Brisbane and Melbourne precede our Practitioners' Conferences. We have made arrangements for you to be invited to the events.

Details of the events and registration details are below.



ICSP JULY BREAKFAST EVENT

"Talent Identification and Development from the Frontline to the Board Room"

A brilliant opportunity to learn from first class international speakers Dr Kevin Meyer & Dr Jarrett Shalhoop

In 2007 ICSP, Peter Berry Consultancy & Hogan Assessment Systems, conducted a unique research project aimed at defining and benchmarking the personality of Australia's highly successful customer service professionals and benchmarking against the International Norms ... This research was lead by Kevin with some amazing project results ...worthwhile read... Paper 1: [Click Here](#) & Paper 2: [Click Here](#).

Talent management is a complex collection of connected HR processes and systems that deliver a fundamental benefit for any business.

Talent Drives Performance

What is the return on investment for any organisation when we invest in talent management, particularly in this challenging economic climate?

State	Date	Venue
Brisbane	Tuesday, 30 th June	The Tattersalls Club - 215 Queen St, Brisbane <i>(Precedes Hogan Practitioners' and Client Conference)</i>
Sydney	Wednesday, 1 st July	The Vibe Hotel - 88 Albert St, Milsons Bay, North Sydney
Melbourne	Thursday, 2 nd July	The RACV Club - Level 2, 501 Bourke St, Melbourne <i>(Precedes Hogan Practitioners' and Client Conference)</i>

Breakfast Events: 7:00am Registration for 7:30am Start. Finishes at 9:00am

To register for this event
[CLICK HERE!](#) Or call 1300 760 130

Please ensure you advise you are a Hogan/PBC referral to receive the special ICSP member rate of \$60 per person.

New Research into Characteristics of Contemporary Australian Emerging Leaders

“The most important function of leadership is to create tomorrow’s successes”
- Peter Berry, *The Big Picture – 9 Steps to Business Excellence*

Successful contemporary leaders are not just surviving in this economic environment – they are thriving. If we were given the chance to analyse the profile of this leader, wouldn’t you like to know just what he or she is made of? This is your opportunity to gaze into the looking glass and understand the substance of emerging leaders.

Peter Berry Consultancy in conjunction with Steps Leaders has undertaken an innovative research project profiling the characteristics of contemporary emerging leaders. Utilising the Hogan Assessments, this research will reveal the key attributes, values and motivators of Emerging leaders so you can determine how to effectively cultivate, develop and retain your high potential individuals.

This research will present findings including:

- Key characteristics of contemporary Emerging Leaders that enable them to be high performers
- Traits and behaviours that are exhibited by Emerging Leaders when under significant pressure
- Key ‘hot buttons’ and motivators of Emerging Leaders
- How the Australian Emerging Leaders compare with contemporary ‘high flying’ executives
- What the research findings and conclusions mean for organisations and their Emerging Leaders

This research will be released on Tuesday, 23rd June, 2009 and will be referred to in the presentation on High Potential Talent at the Peter Berry Consultancy and Hogan Practitioners’ and Client Conferences. Copies of the White Paper will be available in future newsletters.

Hogan Elite Summit, New Orleans

Peter Berry, Shayne Nealon and Kim Pluess attended the Hogan Elite Summit in New Orleans. The Summit brought together over 50 participants made up of Hogan’s global distributions and partners and included representatives from Europe, UK, Australia, New Zealand, Asia and the US. The Summit covered the following topics:

- Personality, values and employee engagement – a presentation by Dr Robert Hogan, which set the scene for the three days.
- Case studies showcasing leadership development at PepsiCo – delivered by Erica Desrosiers.
- Case studies showcasing Leadership (In) Effectiveness: A balanced approach to using research & practice to inform a leadership development agenda at Johnson & Johnson – delivered by Michael Benson.
- Case studies showcasing the value and role of e-learning in conjunction with assessments to build managers skills and awareness.
- Presentations by Bob Kaplan and Bob Kaiser on the derailment assessment.
- Presentation on High Potential Leaders delivered by Dr Rodney Warrenfeltz.
- Latest research practices for selection and identification of talent.
- Using Hogan Assessments and the talent management life cycle including managing the talent pipeline, transitional management, talent management systems and talent management best practice.
- Using Hogan for Team Building Master Class.

- The release of NEW Hogan products:
 - **Hogan High Potential Report** – The high potential candidate assessment report was developed using research results from over 1000 graduates of the best executive MBA programs in the world. The new Hogan High Potential Report comes with a high potential competency profile which looks at business, leadership, interpersonal and intra-personal competencies. It is also supported by an interviewer reference guide. The report can be implemented off the shelf or be tailored to meet individual organisations requirements and culture.
 - **Hogan Advantage Report** – this new off the shelf hiring solution is a quick and reliable measure using Hogan’s exhaustive research to produce a low cost solutions targeted at entry level to supervisor solutions. This 71 question inventory assesses general employability based on 3 primary employability scales; Dependability, Composure and Customer Focus. This report is ideal for culling out high-risk employees. An overall candidate employability score is provided.
- Global launch of the **Peter Berry Consultancy and Hogan Safety Climate Survey**. Many of you would be aware that Peter Berry Consultancy has undertaken Employee Opinion Surveys since the 1990s and has research archives on employees’ opinions on a range of subjects including safety. For all organisations, safety is a key driver and for those in safety critical environments, it is essential. Peter Berry Consultancy has combined with Hogan who have been working on unsafe behaviours since the 1970s to launch globally a Safety Climate Survey. The survey consists of 40 questions and can be conducted either online or via pen and paper. The survey identifies key concerns and has a 10 Point Safety Awareness Index. The report concludes with specific recommendations for organisations.

Content from the Elite Summit will form part of the Peter Berry/Hogan Practitioners’ Conference. You may also contact Peter Berry Consultancy for any specific information from the Elite Conference if you require more details.

Australian Hogan Public Accreditation Workshops

2009 Workshop Dates

Below are the dates for our up-and-coming Hogan Accreditation Workshops:

Sydney

- Thursday, 13th & Friday, 14th August, 2009
- Thursday, 10th & Friday, 11th September, 2009

Melbourne

- Thursday, 18th & Friday, 19th June, 2009
- Thursday, 27th & Friday, 28th August, 2009
- Thursday, 3rd & Friday, 4th December, 2009

Register to attend the next public session.

Extracts from recent Hogan News



Hogan Launches New Brand Initiative



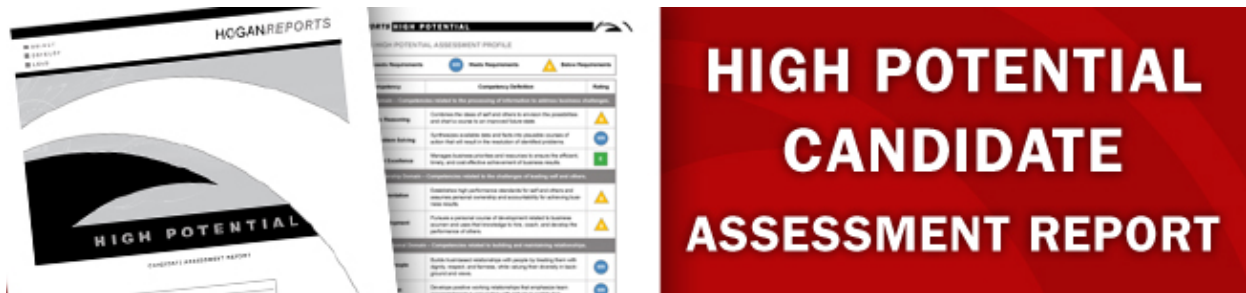
Hogan recently unveiled a sweeping transformation of its corporate identity and product line up. Hogan's new charismatic brand is a representation of the company's innovative ideas and masterfully-designed products and services.

In recent years, Hogan has experienced substantial international and domestic growth by creating ground-breaking assessments, expanding our report offerings, and advancing our technology platform. The brand identity not only reflects these milestones, but also identifies with the charisma and personality of the Hogan name.

We're excited to enter this phase of our continued growth and will be working closely with our partners and distributors as we make this branding transition over the next several months.

To visit the new website, [click here](#).

Hogan Announces Solution to Identify High Potential Leaders



Based on research from a global sample of more than a thousand executive MBA program graduates, the **High Potential Candidate Assessment Report** allows companies to identify top candidates in relation to specific business competencies.

Requiring less than an hour for completion, the High Potential Report provides a turnkey solution to leadership candidate selection. The candidate registers online, completes the assessments, and the detailed report is emailed to the hiring manager within seconds of completion.

To learn more about the High Potential Report, [click here](#).

For details about the High Potential Report, attend the PBC and Hogan Australian Conference held in Sydney on the 24th of June, Brisbane the 30th of June and in Melbourne on the 2nd of July. Australian research on Emerging Leader and High Potentials will be released at these conferences.

Management Derailment: Personality Assessment and Mitigation

The base rate of managerial incompetence is about fifty percent, and every competent study of managerial failure points to overriding personality defects as the key issue. These personality derailers undermine a leader's ability to build and maintain a high functioning team.

Bad management can be minimized through selection, development, and managing job transitions carefully. If organizations observe the principles of good management, including how they manage their managers, then they are more profitable. When organizations ignore the principles of good management, they are less profitable, and they subject their employees to unnecessary stress and abuse.

To read the full chapter to appear in the *American Psychological Association Handbook of Industrial and Organizational Psychology* by Robert Hogan, Joyce Hogan, and Rob Kaiser, [click here](#).

Industrial-Organizational Psychology: Making Its Way Into Corporate Decision Making

Greg Barnett of Hogan Assessment Systems is featured in the following article from the Society for Industrial and Organizational Psychology (SIOP).

As business organizations struggle in today's troubled economy, which has led to declining revenues, weakened customer bases, layoffs, operational cutbacks, and other drastic measures, many firms are relying on industrial-organizational psychologists to help them navigate through difficult times and position themselves for better days ahead.

To read the full text of the article, [click here](#).

Hogan Presentations: SIOP 2009

Hogan was well represented with 17 presentations at the 2009 SIOP Annual Conference, held 2nd to 4th April in New Orleans. A sample of topics from Hogan included:

Is Personality Predictive? An Alternative Method that Increases Validity

Multisource Performance Appraisal & Personality: A View from the Dark Side

Ideals Versus Reality: Analysis of Current Practices in Assessment Norming

Do personality differences exist in the managerial hierarchy?

Adjustment and Restructuring Effects of UA Information on Managerial Acceptance

Kim Pluess, Psychologist from Peter Berry Consultancy, attended SIOP with the Hogan Team. To discuss any of the SIOP presentation, Kim, Dr Meyer and Dr Shalhoop will be at IOP Conference Manly on 26th, 27th and 28th June. You can visit them at the Peter Berry stand.



Company Background:

McKee Foods is best known for their line of Little Debbie brand snack cakes. They are a privately held, family-run company with a history of innovation. McKee Foods provides a livelihood for more than 6,000 employees and has annual sales in excess of \$1 billion. Products are available throughout the U.S., Canada, Mexico, and Puerto Rico, and on U.S. military bases around the world.

Fun Facts:

- O.D. McKee began selling 5-cent Virginia Dare snack cakes from his 1928 Whippet in 1933.
- Production of a state-of-the-art, 100,000-square-foot building began in 1947. The plant was highly automated and considered 10 to 20 years ahead of the competition.
- In 2000, Little Debbie celebrated her 40th anniversary.

ROI Overview:

Given the value that McKee Foods places on workplace safety, they began a safety evaluation of jobs that required physical labour, such as heavy lifting and manipulation of machinery. McKee Foods used the Hogan Safety Report as a framework for improving the safety practices of employees in entry-level manufacturing jobs.

Assessment/Report Used:

One-hundred-twenty-nine employees completed the Hogan Personality Inventory (HPI). The HPI provides detailed information regarding normal, everyday personality characteristics. Based on HPI scores, the Hogan Safety Report identified individual characteristics that could lead to on-the-job accidents. In addition to general employment fit results, the report identifies six distinct scales of safety-related behavior including defiant-compliant, reckless-cautious, and arrogant-trainable.

Hogan classified the employees into low, moderate, and high safety categories. We compared these results to supervisor safety ratings and objective safety data, which included all safety incidents across a three-year period.

Results:

As compared to individuals in the moderate and high safety groups, employees in the low safety group were twice as likely to have recorded a safety incident. McKee Foods found that using the Safety Report to hire only those in the moderate and high safety groups would result in a significant drop in safety incidents on the production floor.



The 12 case studies described in this brochure provide evidence for using the HDS in combination with the HPI to screen applicants for a variety of jobs. The studies show how the assessments work together to improve the effectiveness of hiring leaders. By using the HPI and HDS in combination, companies will yield an enhanced return on investment for the cost of selection procedures.

To download the brochure, [click here](#).

Coaching on the Dark Side

Dysfunctional personality characteristics can derail the career of an otherwise competent executive. Personality predicts both leadership effectiveness and derailment, and assessment of these characteristics is critical for effective coaching and leader development.

This paper reviews the relationship between personality and leadership and offers a taxonomy of flawed interpersonal strategies that can degrade a leader's capacity to build and maintain high-performing teams. Assessment of these dysfunctional dispositions facilitates the coach's ability to build an effective coaching relationship, enhance the executive's strategic self-awareness, and identify appropriate targets and strategies for intervention.

To read the full article by Robert Hogan and Eric Nelson, which appeared in the March issue of *International Coaching Psychology Review*, [click here](#).

From the Blog: Organizational Dynamics and Evolutionary Theory

A small number of psychologists, economists and management theorists have been enthusiastically trying to determine how modern evolutionary theory can be used to understand the dynamics of organizations. Traditional evolutionary theory - the survival of the fittest model - supports selfishness, predatory capitalism, and the importance of individual self-interest. However, some economists have begun to test people using variants of competitive games.

To read the full text of the Hogan blog, [click here](#).

What Makes for Good Lawyering? By Linley Erin Hall

A three-phase, six-year study looks beyond the LSAT using the HPI, HDS and MVPI to predict success as a lawyer. Boalt Professor, Marjorie Shultz, and UC Berkeley Professor of psychology, Sheldon Zedeck, have identified 26 factors that contribute to lawyering effectiveness. The researchers are now developing tests to predict these factors. To read the full article, [click here](#).

Hogan: Out and About and In The News

2009 NPRA National Safety Conference May 12-13, 2009 Grapevine, TX

2009 ASTD International Conference and Exposition May 31-June 3, 2009 Washington, DC

2009 State Human Resource Conference and Exposition May 31 - June 2, 2009 Oklahoma City, OK Ryan Ross, Director of Alliances and Partners, spoke on the topic of *Flawed Leadership and Using Assessments for Recruiting and Selection*.

Executive Coaching Conference June 18-19, 2009 College Park, MD

2009 SHRM Annual Conference and Expo June 28-July 1, 2009 New Orleans, LA

2009 ISSID Annual Conference July 18-22, 2009 Chicago, IL

Keynote speaker: Robert Hogan

Recent press:

Robert Hogan recently featured on [Forbes.com](#) in, "How Do You Control CEO Rage?"

To read the article, [click here](#).

Rodney Warrenfeltz interviewed for CEO Magazine, "Testing Times: An Interview with Rodney Warrenfeltz."
To read the full article, [click here](#).



NEW! Hogan Development Survey Manual

Provides detailed and technical information around HDS construction, reliability, validity, interpretation, administration, and norms.

NEW! Hogan Safety Technical Manual

Provides detailed technical information about the Hogan Safety Report construction, validity, and administration. Chapter highlights of the Hogan Safety Technical Manual include:

- Development of competency-based scoring algorithms
- Development of safety-related scoring algorithms
- The utility and validity of safety-based scoring on objective work outcomes

NEW! Advantage Technical Manual

Outlines the development of the Hogan Advantage, the 74-question personality assessment that predicts performance on three performance competencies associated to entry-level jobs. Chapter highlights include:

- Development of the Hogan Advantage
- Report and competency structure
- Validity, interpretation, applications, and compilation of norms

To purchase a technical manual, please contact Peter Berry Consultancy on +612 9967 9666 or you can visit <http://www.hoganassessments.com/store>