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经理职位开始在 PDP 公司的职业生
涯，2001 年起担任 PDP 公司总裁。
一直致力于客户组织及 PDP 网络代表
的工作，并热衷于慈善事业。

你找到合适的 行为特征测评工具了吗？

——PDP 公司总裁布伦特·W·哈比先生访谈

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Have You Found The Most Appropriate Assessment Tool?

—Interview With Mr. Brent W Hubby, The CEO of PDP, Inc.

People always pay close attention to assessments tools, but are confused to choose the most appropriate one. Mr. Brent W Hubby, The CEO of PDP, Inc., introduced such a assessment tool which has been so popular in companies abroad and helped those companies find excellent talents. So, how does the assessment tool achieve that and why it is so powerful on earth?

New capital: Thanks a lot for your kindness of receiving our interview, Mr. Hubby. With the dramatic development of global economy, the technology of talents assessment has been widely applied to individual development and corporate talents management. Therefore, it is becoming more and more important to select and use the tool appropriately.

Would you please introduce to us the main talent assessments tools currently used in the human resource market? As the CEO of PDP, What do you think are the unique characteristic of PDP compared with others tools?

PDP launched the online survey services last year, bringing in so much convenience for users all over the world. Then what is your the motivation to promote PDP to the websites?

BRENT: The topic of talent assessments can be quite confusing to people who are experienced in using assessment tools, and even more so to those who are new to

the concept. There are as many as 2,500 different assessment tools in the marketplace today. The promotion of these different tools can be very impressive, but will the tools deliver the result that is promised? For PDP, the founder's vision and genuine belief in people helped drive the following unique differentiators:

1. Research methodology—PDP's original research was based on statistical analysis, not on proving a theory. Dr. Samuel Houston, PDP's head psychometrician and statistician, claimed that statisticians could prove anything. For him to accept the role of PDP research and development, he wanted to use pure, raw numbers and then have behavioral scientists conduct case studies to document the manifestations of behavior. He did not want to take someone's theory and prove it. Dr. Houston's convictions are what make PDP so accurate in measuring and describing people.

2. Research sample group—The initial concept of PDP was to provide a people management system for businesses. Many tools conduct their research on university students because of the ease of access to

university research centers. PDP founders were determined to create the best business application available; therefore it was critical that the research be conducted on a population of working adults—not students. It was important to study those who were holding full-time jobs, because this population provides the most accurate research indicators.

3. Common Language, People Management System—PDP's foundational instrument, named ProScan, measures an individual's behavioral traits and dynamics (for example, ProScan describes work styles—how a person acts, reacts, communicates, as well as the preferred motivational elements). These same behavioral traits are used in the JobScan (module for employee screening and selection) to determine the behavioral traits most likely to succeed in a job. As a department, division, or workgroup grows and changes, PDP's TeamScan charts and reports the group behavioral traits to understand perceptions, interactions and other dynamics. Each module works together, creating a common language for understanding the people side of business. This

language is based on a positive approach to personal strengths—there are no "good" and "bad" traits—each trait has its own place in the organization. With other tools, the measurements and language used for hiring are often different from the measurements used for understanding people. Once PDP's common trait language is learned management is easily able to determine how best to look at the people side of their business—for hiring, management development, project team creation, and more.

4. Administration time—Today's expectations are for a quick and timely product. CEOs, as well as applicants, need to make each minute count. They greatly dislike spending unnecessary time responding to a battery of tests. PDP's ProScan can be completed within a 5 to 10 minute timeframe, there are no right or wrong answers, respondents are not subjected to trick questions, they are not asked the same question repeatedly, and the survey does not insult the survey taker's intelligence.

5. Accuracy and Reliability—This of course is the most important uniqueness factor, for if a tool isn't

accurate and reliable then it does not matter what research is behind it. PDP client users report a 98% accuracy rate. This statistic is determined by reviewing the ProScan reporting and confirming its accuracy. The high level of accuracy continues to be proven by our client results, such as: dramatically reduced turnover, a higher percentage of "right hires" who are motivated and dedicated to high performance, added profits due to productive teams, and satisfied employees who give superior customer service.

We are very excited about the release of our web application www.PDPworks.com. This new product has been very rewarding in our global reach. Last year it was exciting to be working with a PDP Licensed Representative in Beijing who was setting up a client user in Lausanne, Switzerland. Within 15 minutes, the user was immediately able to load the website for an upcoming Leadership Development course with their login and password. In the past, the technology that we licensed to client organizations was limited to specific computer operating systems. During the installation

process an email code exchange was required, which would delay the client being able to use PDP immediately. With the new website, the time from activation to utilization is greatly minimized. Now clients can begin applying PDP processes in a more efficient and timely manner. Another terrific benefit for clients, representatives, and PDP corporate staff is the ability to make updates and modifications immediately. Now, when a user reports an issue we can identify it more quickly and make the necessary adjustments. Then the user can see the change as soon as it is made. The client user does not have to do anything, the next time they login into they will access the recent update. This ability is also driving new ideas for reporting that clients will start to see before 2010.

The release of web application continues PDP's mission of advancing organizational success and personal achievements through an integrated system of precise measurements, knowledge and professional service. From the start, PDP's business model has been to teach organizations how to use PDP in-house with immediate access,

rather than to rely on a consultant to provide the results. PDPworks.com allows the high tech to integrate with the high touch of service and consulting.

New capital: It is a well-known principle, the 80 / 20 principle, that 20% of the employees created 80% of corporate profit. They are the core talents and also the targets in human resource market all the companies want to get.

In accordance with your experience in the field of employment, what is the most effective way to select, train and retain the core talents for all the enterprises?

And how could talents assessment tools be helpful in the procedures?

FRANK: In my experience with employment, there is a step that is overlooked in starting the whole process for adding great talent. That is the step of attracting the right people. As people are motivated and driven by different elements, organizations need to market these elements to attract the right talent into their business. This step is very effective, and often, individuals that have been working for many years in another job to feel