



Hiring, coaching and retaining top talent is a challenge. AVA profiles add an objective and scientific element to this endeavor. Here's how AVA integrates into the hiring process:

Four Key Factors Impacting Job Success

What does it take to be successful in business?

What factors differentiate one candidate from another when hiring?

How does a manager personalize coaching strategies with each employee?

Here's a practical and easy-to-understand model that offers critical insight:

1. **Intelligence** - Cognitive IQ for problem solving, learning and retaining new material. We think of high intelligence people as being “sharp” and quick-thinking. Adequate intelligence provides a solid foundation for success.
Intelligence = Can Do
2. **Job Skills and Knowledge** - Through training and experience we develop the skills needed to fulfill job demands. Sometimes technical skills, sometimes sales skills, sometimes managerial skills. All skill and knowledge is learned and developed through practical application on the job.
Job Skills and Knowledge = How To
3. **Motivation** - Let's face it, some people are just more driven than others. Some people achieve high levels of performance in everything they do... at work and personally. We're talking internal motivation and drive.
Motivation = Want To
4. **Behavioral Style** - This critical element is sometimes overlooked. Yet, this aspect of an individual is often the “make or break” factor. How well does a person's natural behavioral style align with the job demands? This is where AVA methodology comes in, providing critical insight about the individual.
Behavioral Style = Will Do

AVA Profile and Behavioral Style Alignment

All jobs require a set of behavioral activities that are repeated over and over. When a person's natural behavioral style, as measured by the AVA, correlates positively with these job demands the odds of success improve dramatically. Behavioral style alignment also greatly enhances personal motivation on the job and feelings of fulfillment in a person's career.