



CONFIDENTIAL REPORT

(COACH'S COPY)

for

Ms. Sara Sample

Thursday, April 10, 2008

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UNDERSTANDING THIS REPORT

The Purpose of This Report

The Prevue Corporate Coach Report provides information that will assist a Coach in understanding Sara Sample's unique profile. It can also provide Ms. Sample with a better understanding of herself. The report provides insight into Sara Sample's personality profile and important work related characteristics. It is intended to assist the coaching or mentoring relationship by providing a starting point for meaningful discussion about Ms. Sample's personality profile and important work related characteristics. It is intended to assist the coaching or mentoring relationship by providing a starting point for meaningful discussion about Ms. Sample's values, needs and objectives. Further, the report should assist the Coach to ask pertinent questions and provide relative feedback and ideas that are tailored for Sara Sample.

The Prevue Corporate Coach Assessment is specifically designed to provide general work related information that will initiate a positive and effective coaching or mentoring experience. It is not intended for use in screening, selection, succession planning or other human resource management functions. The Prevue Assessment System, with its sophisticated job benchmarking features, would be the appropriate assessment product to address such human resource functions. For more information on the Prevue Assessment System, see www.prevueonline.com.

Where Does The Information in This Report Come From?

The information in this report is derived from Sara Sample's responses to the Prevue Corporate Coach Assessment. The Prevue Corporate Coach Assessment is comprised of the personality and interests inventories from the valid and reliable ICES Plus Assessment, a psychometric test battery developed in the early 1990's by View Assessments International Inc. under the direction of Dr. David Bartram, one of the world's leading psychometricians. The ICES Plus Assessment is the cornerstone of a number of established and respected employment and vocational assessment products including the Prevue Assessment System, the TotalView Assessment System and the Career Mapper Assessment. Those products have been used to assess more than one million people in North America alone. For more information about the ICES Plus Assessment, the Prevue Corporate Coach Assessment or the Prevue Assessment System, see www.prevueonline.com.

Recommendation

Both the Coach and the Coaching Candidate should read their copies of this Assessment carefully. We generally recommend the Candidate be encouraged to have her Assessment reviewed by a spouse or personal friend. Candidates are sometimes surprised to find the Assessment presents such an accurate profile.

Total Person Description

Sara Sample

Ms. Sample has balanced, average interests in working with people and with data. She has more motivation to work directly with material objects such as tools or machinery. She is mechanically inclined and will prefer a hands-on approach whenever possible. If a practical solution is available, she may view the collection of further information as inefficient. Similarly, she may think that discussion with other people is a less effective method of problem-solving.

Ms. Sample sees herself as a cooperative and spirited team player who puts the team's goals ahead of her own aims. She will use persuasion and encouragement to pull others together and to achieve goals. She will generally avoid conflict but will be prepared to speak out when necessary. However, Sara Sample can be gently assertive in non-threatening situations and with familiar people. She is likely to be valued for her diplomacy, and to have a useful role as peacemaker or mediator. While she does not seek to be a leader, she might act alone if she feels the team is lagging.

Sara Sample is innovative and flexible, believing that rules can be interpreted loosely. She often seeks new ways to solve problems rather than following traditional methods. Being creative and spontaneous, she prefers to react to situations as they develop rather than to make detailed plans. She sees the overall picture rather than focusing on the details, and she is more concerned with getting the job done than how she does it. Her workspace is likely to be cluttered and untidy, and she would have to go against her own nature to do well in a structured organization with many rules, tight deadlines, and strict codes of behavior. Ms. Sample enjoys change and a shifting and unpredictable environment.

Sara Sample is easygoing and companionable, but her need for attention also varies with her mood and the circumstances. With familiar people, she will be conversational and outgoing, and sometimes she seeks to be the center of their attention. At other times, she would rather work anonymously. Her desires for privacy and for company are evenly balanced. As a team member, she will contribute readily, but she needs time alone to reflect on her efforts and plan her offerings. Most often, Ms. Sample will work unobtrusively, without drawing attention to herself or her efforts. She is not bored by routine tasks but she prefers some variety.

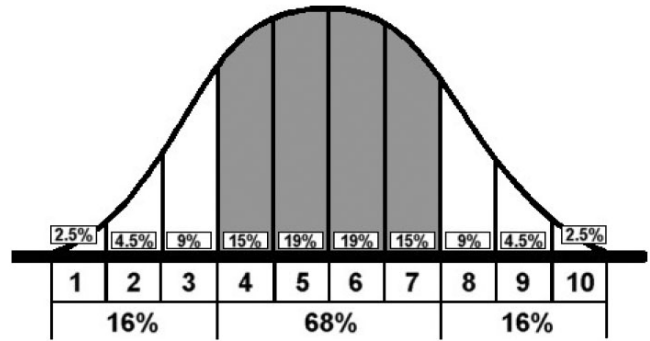
Sara Sample is sensitive to the emotions of others and herself, but this is kept in perspective. Certainly, inappropriate criticism can upset her equilibrium, but she is not bothered by the normal give and take of human relations. She is generally calm and, while aware of stress, she does not let it stop her from achieving her goals. Ms. Sample exemplifies an effective combination of emotional awareness without excessive vulnerability. She tolerates stress without being indifferent to it. Whether she is required to give a fast response to a crisis or methodical attention to a routine task, Ms. Sample will work well under most pressures.

The components of this Total Person Description are graphically displayed on the next page.

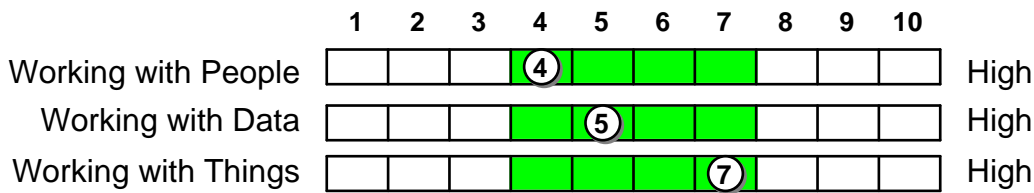
Total Person Description

Sara Sample

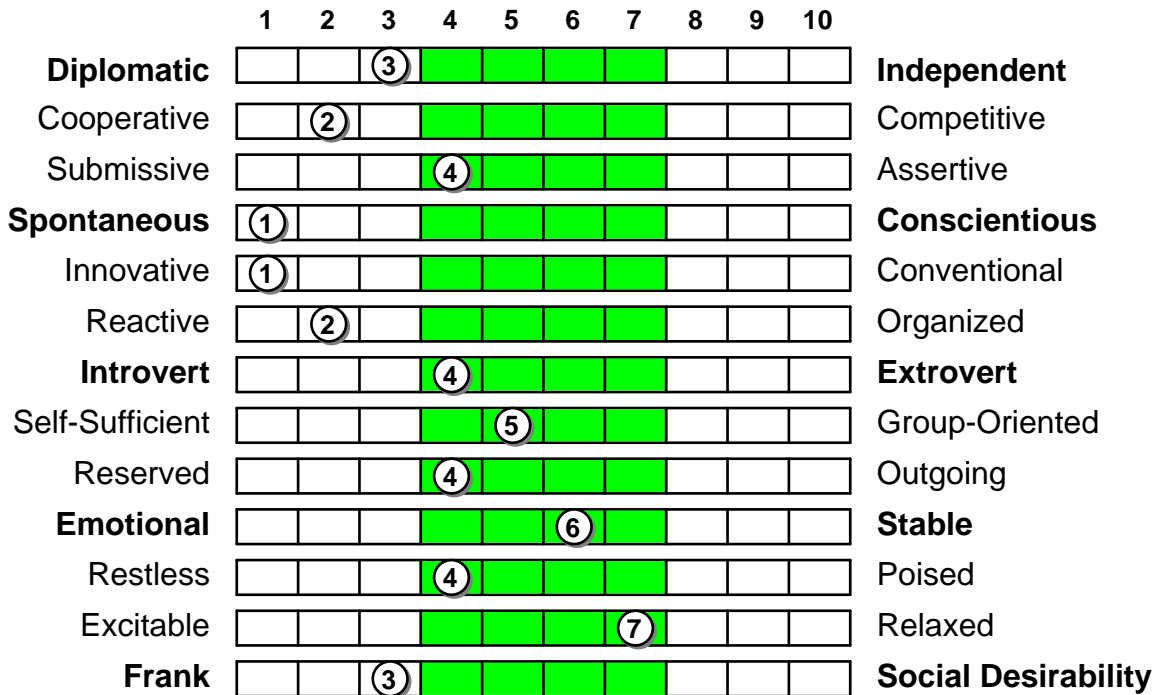
The assessment scores collected from a large sample of the population, when graphed, produce a bell shaped curve as shown in the diagram to the right. The bell curve can be divided into ten equally wide dimensions called standard tenths or stens. The 1 to 10 scoring scale is used throughout the Prevue Corporate Coach Assessment. Approximately 16% of the population will have sten scores in the 1-3 ranges and 16% in the 8-10 ranges. The other 68% will score in the middle ranges 4-7.



Motivation/Interests



Personality



Each of the personality and interest dimensions displayed above are examined in more detail in the next section of the report that describes Sara Sample's Individual Characteristics.

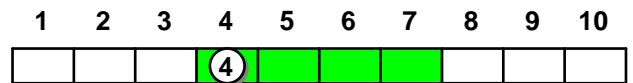
Individual Characteristics

Sara Sample

This section of the report provides more detailed information on each of the interests and personality dimensions shown on the preceding graph. First is a review of Ms. Sample's responses to three recognized interest scales, working with people, working with data and working with things. This is followed by an examination of twelve personality dimensions which are based on four established major personality scales, independence, conscientiousness, extroversion and stability (ICES). These major scales provide a measure of the overall structure of personality. Each of the major scales is supported by two related minor scales that provide a richer description of personality. The examination of the personality scales is followed by a social desirability scale which checks for consistency in the responses to the questions in the personality section. For more information on the origin and development of the interests and personality scales, see www.prevueonline.com.

Working With People

Sara Sample will prefer tasks that require less work with people. While she would not avoid contact with others, she is inclined to downplay interpersonal relations. This below-average interest in people is a positive factor for solitary work and remote social contact. If key tasks require face-to-face contact with people, developing her mild interest in others would increase her job satisfaction.



COACH'S TIP: You may want to explore how Sara Sample perceives work. She may view social contact at work as less important than solitary effort. If so, coaching might be as simple as helping her to appreciate personal contact as a vital part of her job. You may want to model social interest to encourage this in Ms. Sample. If it is necessary to promote more interest in people, Sara Sample could be advised to study group dynamics, body language, and active listening.

Working With Data

Sara Sample has an average interest in working with data. She will put sufficient effort into organizing her schedule, doing paperwork, and preparing reports. Although not over-enthused about numbers, statistics, or accounts, she will keep a balanced view of business reports.



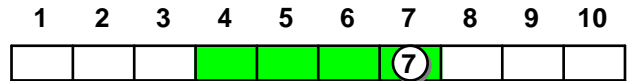
COACH'S TIP: If Ms. Sample's job demands zeal for working with data, you may want to encourage her to develop her interest in information by taking courses in logic, data management, or decision support strategy. On the other hand, you may decide that she only requires clear guidelines to keep data management at an appropriate level of priority.

Individual Characteristics

Sara Sample

Working With Things

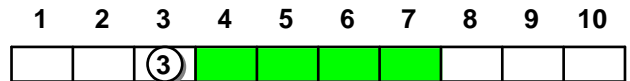
Sara Sample has a good interest in work that involves inanimate objects such as machinery, tools, and equipment. She will likely take a hands-on approach to designing, managing or working with things. She will probably like working with electronic devices and she may apply herself vigorously when using new technology.



COACH'S TIP: If a fully-developed mechanical faculty will help Ms. Sample to achieve her business goals, you might want to reinforce her positive inclination to work with things.

Diplomatic / Independent

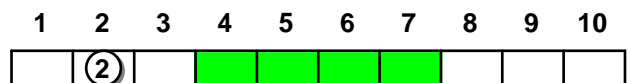
Sara Sample is a considerate person, readily capable of pulling people together. She achieves goals by encouraging and persuading others, rather than by forcefully asserting her own views. She will often put others before herself and gain satisfaction from being a team player. Likable and good-natured, individuals like Sara Sample can be relied on to create harmony.



COACH'S TIP: Being diplomatic and empathetic, Ms. Sample will be at her best when persuading and encouraging others. However, she may hesitate to deal with important issues or crises because she prefers to avoid controversy. You may choose to offer her nonconfrontational techniques for conflict resolution with a direct approach. Also, consider the potential benefits of training in assertiveness, leadership, and crisis management.

Cooperative / Competitive

Often cooperative and rarely competitive, Sara Sample is a team spirited person who enjoys the company of others. These are positive attributes for a team leader.



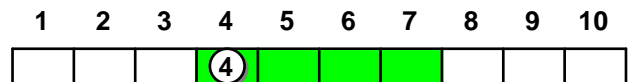
COACH'S TIP: If Ms. Sample tends to value personal relationships more than overall success, this could limit her ambition. When dealing with subordinates, she might avoid making demands because these could jeopardize personal connections. If your own observations of her behaviour corroborate this possibility, you may want to recommend assertiveness training and even participation in individual sports to stimulate her competitive drive. In addition, you could assist Ms. Sample to emphasize corporate goals as part of her personal development plan.

Individual Characteristics

Sara Sample

Submissive / Assertive

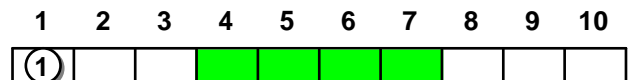
Sara Sample tends to be reserved and willing to compromise. While she is not likely to promote herself or her ideas too forcefully, she can be mildly assertive when necessary. Her usual tact and helpfulness make her well able to deal with personnel issues, but she prefers to avoid controversy. She may have difficulty when a more determined approach is required to lead a team or resolve a dispute.



COACH'S TIP: If Ms. Sample must frequently deal with dissension or complaints, you could shape your coaching to emphasize conflict resolution and promote assertiveness. Similarly, if you observe that she hesitates to speak up and express opinions, a public speaking course would teach her to put forward her ideas without offending others.

Spontaneous / Conscientious

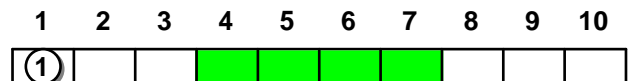
Sara Sample is likely to be most comfortable in an unstructured environment. Flexible and responsive to change, she should be creative in crisis management but she may not cope as well with mundane tasks. She tends to prefer unorthodox work habits.



COACH'S TIP: Because Ms. Sample is exceptionally spontaneous, you may find that she is tempted to disregard corporate policies or procedures. If this behavior becomes counter-productive, you could offer self-help materials on impulse control. Similarly, if you perceive that her unorthodox work habits are tending to sloppiness, you might conclude that training in planning and time management would be beneficial.

Innovative / Conventional

Sara Sample is extremely innovative and flexible, believing that rules can be interpreted loosely. She will seek new solutions to problems rather than following traditional methods. While this can be a good approach to many problems, it may detract from her leadership ability if she appears overly casual about guidelines or regulations.



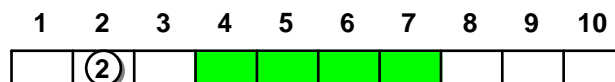
COACH'S TIP: If Ms. Sample works in a highly structured environment, you may want to reinforce the value of due process and the importance of company procedures and policies. Alternatively, if Ms. Sample is in a fast-paced, ever-changing job with few guidelines, you may only need to act as a sounding board for her new ideas.

Individual Characteristics

Sara Sample

Reactive / Organized

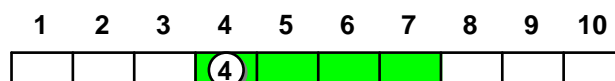
As a highly creative, intuitive person, Sara Sample probably prefers to react to events rather than to plan for them. While this attitude may yield original, even profitable solutions, it might also result in overlooked details, missed deadlines, or incomplete records. Generally, she really likes to focus on the overall picture and, if possible, leave technicalities to someone else.



COACH'S TIP: If Ms. Sample's unusual reactivity could lead to problems, you might advise a course in situational management. Also, journal-keeping and basic time management could be used to stimulate her weak preference for organization. Alternatively, if Ms. Sample's role demands an extreme level of reactivity, you may want to encourage this trait with brainstorming and open discussion.

Introvert / Extrovert

Sara Sample enjoys meeting people but she can also work well alone and she does not need to be the center of attention all the time. While she is usually content with solitary tasks, there will be times when she wants an audience to stimulate and test her ideas.



COACH'S TIP: Ms. Sample's people skills may well be adequate for most interactions but, if she will have to deal with frequent and possibly emotionally-charged meetings, you could consider activities that develop social and verbal skills. For example, a public speaking course might be helpful, as would joining business-related social or sports groups.

Self-Sufficient / Group-Oriented

Sara Sample is self-sufficient enough to work alone, but she can also function well in a lively environment. When she sets her own goals for accomplishment, she will probably be more motivated to reach corporate objectives, especially if these achievements are recognized by the group.



COACH'S TIP: If Ms. Sample usually works with others in an open plan setting, you may find that her average appreciation of teamwork can be readily increased by studying group dynamics and role recognition. Also, adding working lunches and informal meetings to her schedule could enhance her people skills. On the other hand, she may need your support if she has an excessive number of monotonous and/or exacting tasks to be performed in isolation.

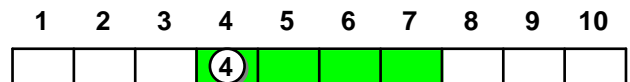
Individual Characteristics

Sara Sample

Reserved / Outgoing

Fairly quiet and reserved, Sara Sample does not need constant social contact but she can enjoy working with others. While she will be more comfortable with routine tasks, she will like the challenge of occasional ad hoc assignments, especially if these involve people she knows well.

COACH'S TIP: Consider focussing on motivation to help Ms. Sample to develop a more dynamic approach to work. If you think that she needs to "take the spotlight" more often, consider that a public speaking course would develop her nominal tendency to be outgoing. Furthermore, adding professional social events such as working lunches and informal meetings to her schedule will encourage her to be less reserved. If more forceful leadership is called for, you might want to advise an Outward Bound type of endurance course.



Emotional / Stable

Calm and confident for the most part, Sara Sample is emotionally stable. These qualities enable her to deal efficiently with staff predicaments, career setbacks, or unrealistic expectations of supervisors or subordinates. She can be wary of other's motives and would likely react quickly and appropriately to anyone who tried to take advantage of her easygoing nature.

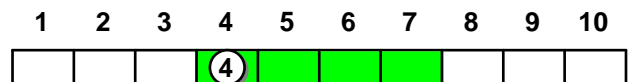
COACH'S TIP: Ms. Sample has good coping skills and may only need your intermittent guidance to remain dispassionate about resolving contentious issues. If she wants your help to keep her cool demeanor, you might consider stress management and relaxation exercises to ease tension. You may also consider encouraging her to take a more emphatic approach when necessary.



Restless / Poised

Generally composed, Sara Sample may be upset by prolonged stress or exceedingly demanding tasks. If involved in a personal dispute, she could find it difficult to remain objective. While these adverse situations may not occur frequently, she should be prepared for them and she will strive to remain rational.

COACH'S TIP: If Ms. Sample seeks your assistance, you might want to suggest courses in stress and anger management. Relaxation techniques, such as breathing exercises which can be done on the job, might also be beneficial.

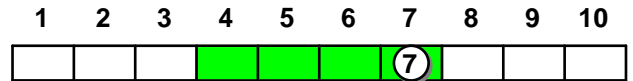


Individual Characteristics

Sara Sample

Excitable / Relaxed

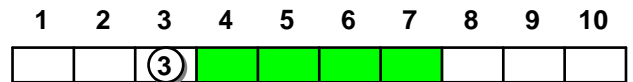
Only moderately sensitive to stress, Sara Sample will be collected and patient in all but the most trying situations. She will tend to accept people at face value and is rarely suspicious of other's motives. While composure and optimism are positive attributes, the expedient response to some problems may require more emotional intensity and reasonable doubt.



COACH'S TIP: After reviewing Ms. Sample's potential job requirements, you might want to have her experiment with role playing so that she can learn when and how to vent her feelings. Exercises to promote critical thinking and skepticism might also be beneficial.

Social Desirability

Ms. Sample accepts her own flaws and appear more willing than most to recognize them. She has most likely presented a frank, if somewhat negative picture of herself in this assessment.



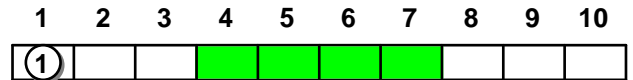
Approach To Work

Sara Sample

This section of the Prevue Corporate Coach Report provides information on your response to a number of work related subjects or situations. Each of the Approach to Work scales is derived from one or a composite of the personality scales reviewed in the Total Person and Individual Characteristics sections of this report. The information in this section should provide a better understanding of your natural approach to several significant work situations or requirements that are experienced in various types of employment.

Focus On Work

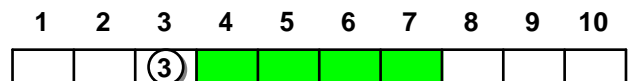
WORKS TO LIVE (1) VS. LIVES TO WORK (10):- The Focus on Work scale provides information on the importance of work to Ms. Sample.



Some see work as a means to an end while others define themselves by their work. Sara Sample's career is more often a means to an end and only rarely becomes a defining characteristic of her life. If there is a conflict between home and work, her personal life will usually take precedence over her career. Home, family and leisure activities are highly significant for her and probably help her to deal with a greater variety of business problems.

Approach to New Ventures

CAUTIOUS (1) VS. OPTIMISTIC (10):- This scale distinguishes those who approach new ventures or issues with caution from those who approach new ventures with optimism.



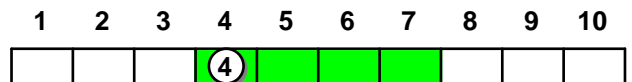
Sara Sample may hesitate to join in new ventures because she tends to focus on possible flaws rather than potential success. To assess risk, she prefers hard, objective data such as sample studies or pilot projects over theory-based forecasts. Although she is firm in her own opinions, she may be less comfortable when expressing negative or unpopular views. Despite her occasionally less-than-cheery outlook, she is fairly open to others and usually at ease in the business world.

Approach To Work

Sara Sample

Leadership Style

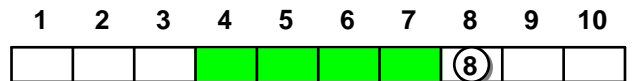
DEMOCRATIC (1) VS. COMMANDING (10):- Leadership Style is measured from 1 for those who prefer a nurturing style of leadership to 10 for those who are naturally inclined to a more demanding Leadership Style.



Sara Sample has a nearly balanced approach to leadership with a moderate inclination to be the "guide on the side." When gentle direction is needed, she will function as a democratic leader. On the other hand, in a crisis, she can take command, get out in front, and exhort the team to do the right things in the right way at the right time.

Preference for Change

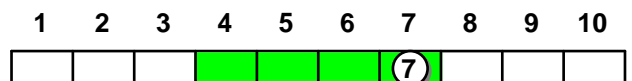
LIKES ROUTINE (1) VS. LIKES CHANGE (10):- This scale identifies where Ms. Sample fits in the continuum between a structured environment with a fixed routine and a dynamic fast changing working environment.



Sara Sample usually enjoys change and values innovation. Given mundane tasks, she will look for new ways to deal with routine work. She prefers to take control of events and will react proactively to new trends. She may tend to seek change for its inherent excitement, rather than because it is necessary.

Approach to Conflict

FORCEFUL (1) VS. ACCOMMODATING (10):- This scale distinguishes those who are forceful in their approach to conflict from those who avoid conflict by being accommodating.



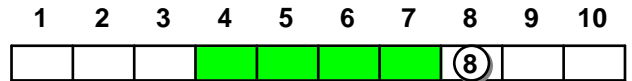
For the most part, Sara Sample prefers an indirect, neutral approach to conflict and this is usually effective for all parties concerned. Her approach will tend to be accommodating and based on her very good soft skills. When pressed, however, she can take a harder, more vigorous approach and will only occasionally be worn down by the impact of others.

Approach To Work

Sara Sample

Compensation Preference

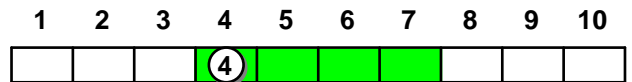
FIXED SALARY (1) VS. COMMISSION/BONUS (10):- The Compensation Preference scale identifies whether Sara Sample is more motivated to work by a secure salary or by performance based remuneration.



Sara Sample enjoys striving for performance-based remuneration, but she also likes having some regular income. A modest salary with a good bonus or commission plan should suit her well. If most of her compensation is steady income rather than profit-sharing or performance-based earnings, she will need support to accept this. Given the excitement of incentive-based pay, she will always find ways around obstacles but she will not risk things of real importance.

Approach to Self Promotion

RELUCTANT (1) vs. ASSURED (10):- People who score 1 on this scale are reluctant to put themselves forward while those who score 10 are extremely assured.



When she is comfortable with her audience, Sara Sample is pretty good at putting herself forward. In some instances, however, she truly believes in herself but others might see her as vaguely tentative or unsure. She is probably more at ease if she can do a "faceless" presentation via teleconferencing or e-mail, but thorough preparation for live encounters will build her confidence and allow her to do her best work.

Approach to Risk Taking

CAREFUL (1) vs. DARING (10):- This Approach to Risk scale is measured from 1 for avoidance of risky behavior to 10 for willingness to engage in risk.



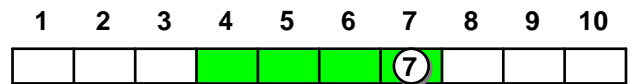
Although not given to risky behavior or quick decisions, Sara Sample will act appropriately in a crisis. She will scrupulously avoid unnecessary risk, particularly if it could lead to accidents, damage or loss. She prefers to refrain from ad hoc solutions but, if matters are pressing, she can react swiftly, even impulsively. Those who value steadiness will like her typically mindful approach. Others, who want quick answers and fast actions, will find her performance satisfactory.

Approach To Work

Sara Sample

Approach to Listening

CONTROLLING (1) VS. SYMPATHETIC (10):- The Approach to Listening scale is measured from 1 for a person who tends to dominate a conversation to 10 for a person who is an exceptionally sympathetic listener.



Sara Sample often provides a sympathetic ear and encourages others to open up. While she tends to be a more passive listener, she will occasionally stimulate debate. Good listening requires active involvement, questioning, paraphrasing, probing for complete understanding and Sara Sample may sometimes hesitate to be so assertive. Unless she can manoeuvre others into discussing difficult issues, she may not be able to deal effectively with controversy. Further development of her active listening skills may be beneficial.

Validity

Sara Sample

The rules for identifying patterns of responses in the Personality Section of the Prevue Corporate Coach Assessment which might be "invalid" include systematic, but non-meaningful response patterns, omissions and excessive use of the "B" answer option. Systematic, but non-meaningful response patterns occur when the distribution of the responses differ from the norm and are considered unusual. The omission rule occurs if more than three responses are omitted in a given scale, making the results appear more average than they are. The "B" answer rule is affected by the total number of "B" responses selected. The candidate had the choice of an "A", "B", or "C" for every question in the Personality Section of the Prevue Corporate Coach Assessment. The second option, the "B" choice, is always an unsure or in-between answer.

The total number of "B" responses chosen for this report was: 10

This number of "B" choices is within acceptable levels and the results of the Personality Section of this report had meaningful response patterns. Therefore the data presented in this Prevue Corporate Coach Assessment can be considered accurate and reliable.