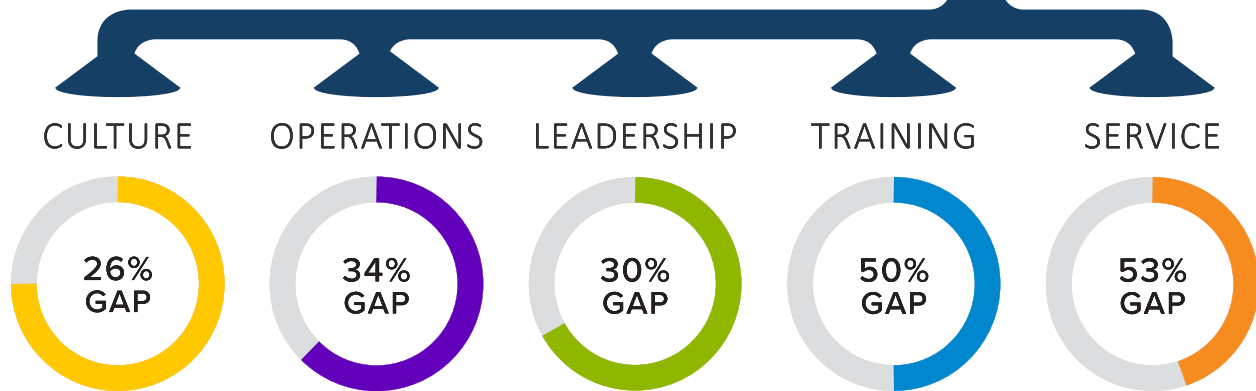


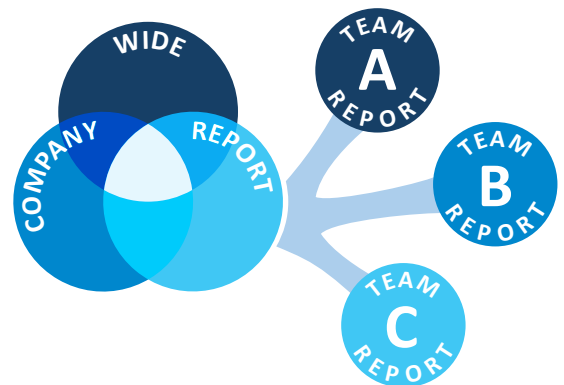
PERFORMANCE GAP INDICATOR

The Performance Gap Indicator (PGI) isn't just a company culture assessment! PGI combines the anonymous individual employee responses and analyzes the results across all five Non-Financial Key Performance Indicators (NF-KPIs) for a much more multifaceted and revealing look at an organization's strengths and performance gaps.



The survey takes under 9 minutes to complete. Responses are compiled into one company-wide performance report.

Responses are further segmentable by team, location, or department for comparative sub-reports and analysis.



The PGI features 2 available reporting options.

- PGI Diagnostic - the comprehensive benchmark assessment to identify and measure company-wide performance gaps
- PGI Pulse* - the follow up assessment to quantify performance improvement, confirm ROI, and implement regular interval reporting



PERFORMANCE GAP INDICATOR

Each of the 45 questions in the PGI survey corresponds to one of the 5 NF-KPIs. Questions are also organized into one of the following 3 scales.

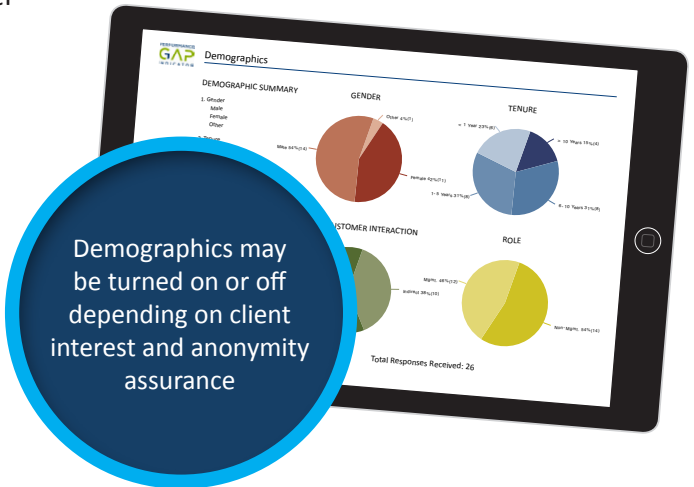
- True Scale - how true is each statement to the organization
- Important Scale - how important is each statement to the organization
- Effective Scale - how effective is the organization at each statement



NF-KPIs are the 5 core performance areas measured by PGI.
Culture, Operations, Leadership, Training, and Service

PGI collects optional demographic variables for greater data analysis.

- Gender - Male, Female, or Other
- Tenure - Less than 1 Year, 1 to 5 Years, 6 to 10 Years, or Greater than 10 Years
- Level of Customer Interaction - Direct or Indirect
- Role - Management or Non-Management



Demographics may be turned on or off depending on client interest and anonymity assurance

The PGI report features multiple data analysis on company-wide performance.

- NF-KPI Ideal Responses - combines responses associated with each of the 5 core areas for quick, at-a-glance performance analysis.
- Statement by Statement - details the collective breakdown of responses for each statement, color coded by its corresponding NF-KPI.
- GAP Scores - compares Important Scale responses to matching responses on the Effective Scale. The GAP Score value is the difference between the Effective Scale and the Total Potential (100%).
- Strengths & Concerns - highlights positive (above 80%) and negative (below 50%) statement ideal responses.



Ideal Responses are statement answers that indicate behaviors and actions contributing to positive performance