

## 4.

### KELLY INSIGHT BROCHURE

#### Insight Promo Brochure

##### COVER I

Logo: InSight ESP™

Pic: TBD

Headline: Go from Good to Great

Subhead: Manage, Hire, and Develop Your Right Resources... Exactly

Sub Sub: Getting It Exactly Right

Body: Now, more than ever in growing your business, it is critical to be able to hire, manage, and develop the right people into the right positions. With exclusive programs and services, InSight ESP™ helps you and your business with solutions to get it exactly right.

##### PAGE 2

Logo: InSight ESP™

Pix: TBD

Headline: Get the Power of Positive Performance

Subhead: Going from Good to Great

Lead-in: InSight ESP™ provides:

Body: Efficient, Sensible, and Practical knowledge, awareness, and understanding of people and their relationships and how they can provide you what you need for building a great business.

Lead-in: InSight ESP™ ensures:

Bullets:

- Accurate Selection and Placement of Candidates
- Greater Performance and Development of People
- Advanced Relationships and Team Building
- Improved Motivation and Retention of Employees
- Enhanced Management and Operational Decision Making

Sidebar: OMS

Body: Developed by the Assessment and Development Group International (ADGI), the Organizational Management System™ (OMS) delivers precise, statistically-valid information for calibrating personality traits and their effect on performance. This dramatically reduces the high cost of mis-hires.

OMS calibrates traits of employees - and candidates for employment - for accuracy and objectivity of fit to the job. With unbiased candidate selection, OMS uses specific trait identification as criteria for placement rather than relying on inaccurate interview assessments and outmoded tests. The OMS personality traits assessment identifies those candidates who are best suited for the company's vision, mission, purpose, and goals. In addition, OMS helps significantly in identifying the “rainmakers.”

Designed for use at every level of the organization, OMS generally requires less than 10 minutes to complete. It is available in 18 different languages to meet cultural and international needs. The Organizational Management System is exceedingly advanced technology with rigorous emphasis on validity offering a suite of tools and analytics to accurately manage, hire, and develop people.

### **PAGE 3**

Headline: InSight ESP™ Assessment Solutions

Subhead: Make Smarter People-Management Decisions

Sub Sub: Enhancing All Your People-Management Decision

Body: OMS, the Organizational Management System, with InSight ESP™, provides in-depth, quality information for all your current and future employees. In getting this very important information, you can make more productive, smarter business decisions.

Lead-in: InSight ESP™ helps you with:

Bullets:

- Job Analysis – Identifying Performance Criteria
- Decision Making
- Facilitating Organizational Improvement and Change
- Employee and Performance Development
- Recruitment and Technology Automation

Headline: InSight ESP™ Performance Solutions

Subhead: Maximize Human Performance

Sub Sub: Enhancing Performance and Productivity

Body: InSight ESP™ helps you and your organization enhance operations, relationships, and achievements by understanding people and what motivates them as well as selecting and placing the right people. InSight ESP™ also helps in understanding people roles and behaviors.

Lead-in: InSight ESP™ offers insight into:

Bullets:

- People and Motivation
- Change and Adaptation

- Measuring and Predicting
- Talent Selection

Headline: InSight ESP™ Performance Solutions

Subhead: Discover the Hidden Potential of People

Sub Sub: Gain an Understanding of You and Your Employees

Body: Helping you and your organization recognize and appreciate the potential of people, InSight ESP™ Seminars provide valuable insight into personality styles, behaviors, and human response to change and stress. InSight ESP™ Seminars advance our understanding for the ability of people to relate, communicate, work together, sell, and adapt to change.

Lead-in: InSight ESP™ helps you:

- Bullets:
- Assess Personality Types
  - Gain Tactics to Improve Performance
  - Develop a Blueprint for Execution

## COVER IV

Headline: Go from Good to Great

Subhead: Manage, Hire, and Develop Your Right Resources... Exactly

Subhead: Introducing the Kelly Group

Body: The Kelly Group, LLC. is an executive search and behavior assessment firm focused on improving organizational development and management practices. We offer exclusive programs and services to *accurately* and *precisely* assess behavioral characteristics of people and identify personality traits for making the right selections and placements of employee candidates.

“Using scientific algorithms, we analyze jobs and personnel to create precise, detailed models,” says Robert “Skip” Kelly. “We incorporate essential behaviors and motivating needs to objectively compare employee and candidate compatibility as well behavioral and motivational fit within organizational cultures.”

Our executive search activities focus on middle to senior level management positions in marketing, sales, finance, operations, engineering, and research and design.

Sub Sub: Technology Partners

Body: Partnering with the Kelly Group, the **Assessment and Development Group International** are developers of the Organizational Management System. OMS delivers precise, statistically-valid information for calibrating personality traits and their effect on personal and business performance.

Also partnering with the Kelly Group, **Virdia Communication and Consulting Services** provides communication planning and performance programs for advancing

internal corporate and employee communications as well as external corporate, brand, marketing, and sales communications.

Logo: InSight ESP™

Signoff: The Kelly Group  
EXECUTIVE SEARCH AND BEHAVIOR ASSESSMENT

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