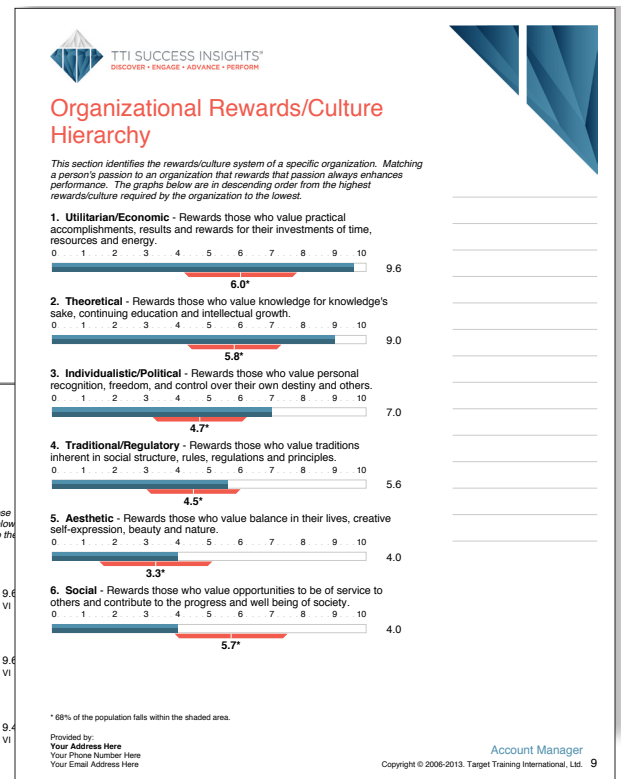
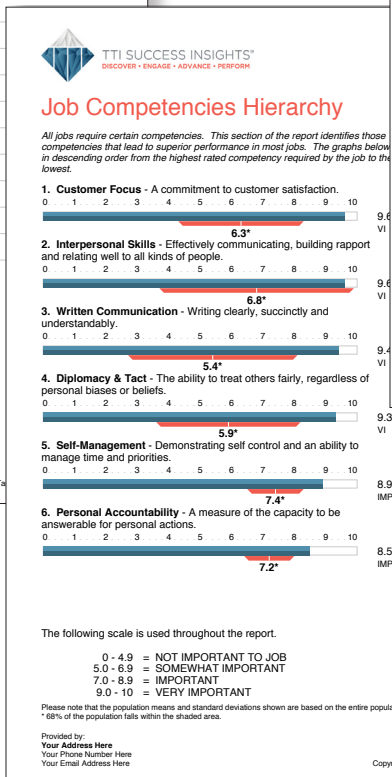
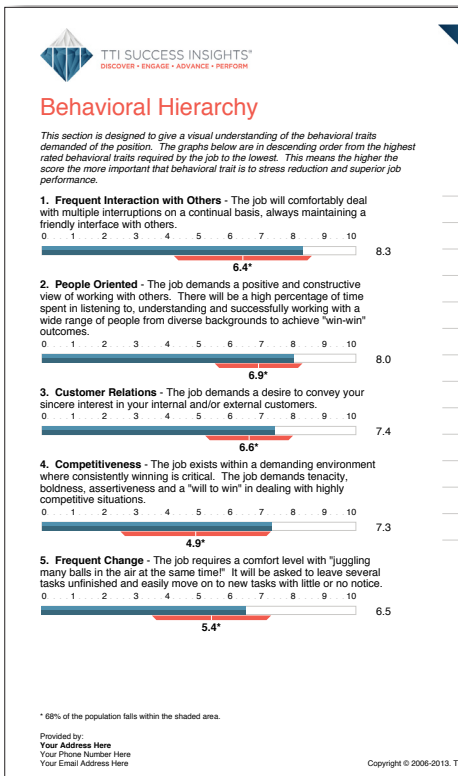


## When Does Your Light Shine?

# Introduction to Benchmarking

## Why Benchmark?

If you are reading this, chances are you've assessed quite a few individuals using some variation of behavioral, motivational and/or skills assessments with TTI SI tools. While valuable information to know, an experienced consultant will tell you there is no right or wrong when it comes to an individual's behaviors, motivators, and skills; but an experienced consultant also understands certain behaviors, motivators, and skills are a better fit for certain jobs than others.





**The question then becomes: How do I know what the job truly needs?**

Most businesses are quick to answer this question with, “Let’s take our top performers and try to clone them,” or “I know what it takes, I’ll just tell you...” This approach limits objectivity and promotes bias. Organizations using this method may become narrow in focus and develop benchmarks and competencies that are incongruent with the actual needs of the job. Consider if the client only has C level employees when they are looking for A level people, should they clone the C level employees? Or consider if a client decides to just hire individuals like themselves.

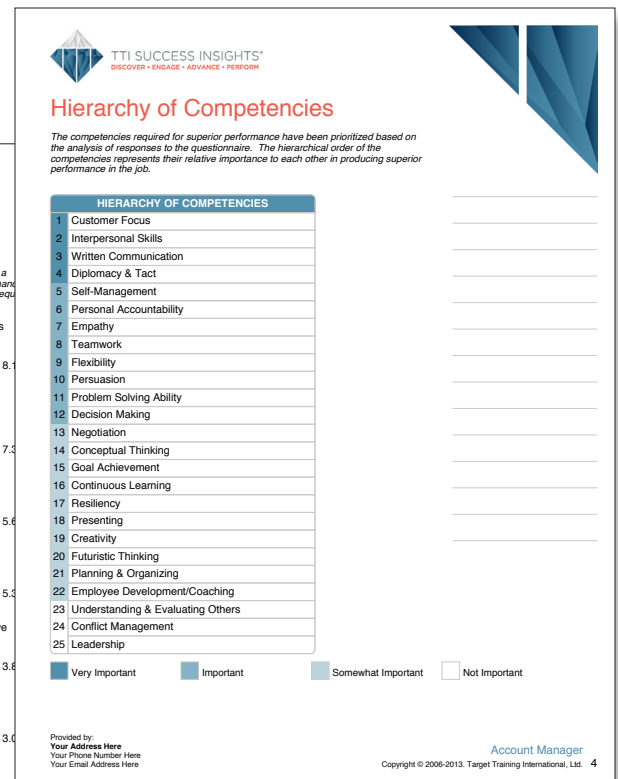
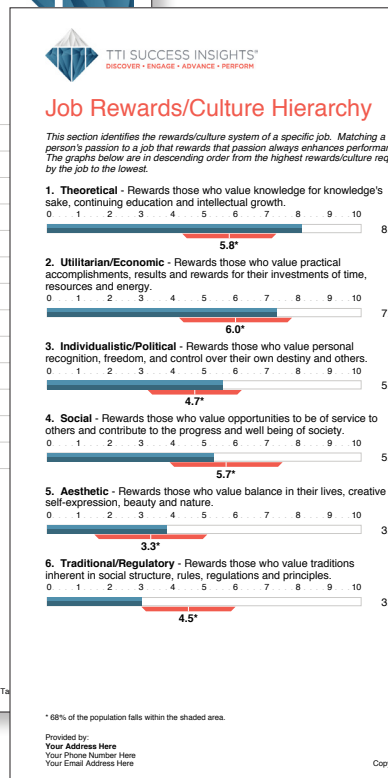
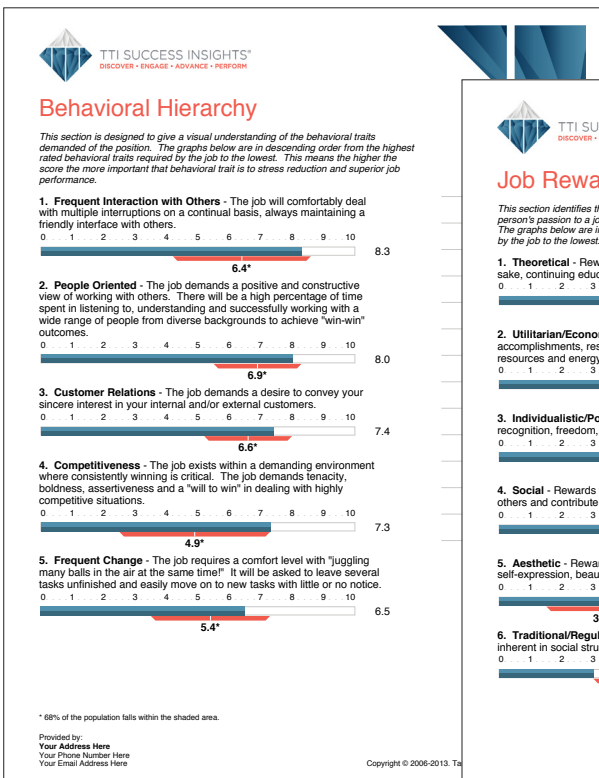
**Benchmarking a job minimizes bias and provides a clear objective and collective voice to what behaviors, motivators and skills the job needs.**

# What is a Benchmark?

By utilizing TTI SI's patented Benchmarking Process of establishing Key Accountabilities, this allows your client is able to create 3-5 reasons why a job exists through the brainstorming of Subject Matter Experts, those who know the job the best.

The Subject Matter Experts then respond to a survey based on competencies, rewards, and behaviors of a job using these 3-5 Key Accountabilities to eliminate personal bias. Think of a benchmark as a "360 Survey" but one that is not asking about a person but a job, completed by those that know the job best. **The end results (the Multiple Respondent Job Report) will tell you:**

- The behaviors most needed for a job
- The motivators the job rewards
- The skills required to perform at a superior level





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# Overview Setup

## What do I need to benchmark?

**A Reason:** A client will need to comprehend the return on investment of benchmarking a position, including hiring and development prior to committing to the process. Quantify the company's new position, under-performing position, role confusion, or re-organization's current/potential cost of turnover if/when they hire the wrong person.

**Subject Matter Experts (SMEs):** Ideally 3-7 people who know the job well; current top performers, managers, and direct reports that manage the job, have done the job, or have daily/weekly interaction laterally with the job. If the position does not exist consider bringing in outside peers to help guide the Key Accountabilities Session (5).

Set SME Expectations: Having the SMEs full attention for the next two steps (4) and (5) is vital to achieving an accurate benchmark of a job.

**Create Key Accountabilities (KAs):** In 1 to 2 hours facilitate a brainstorming session with the SMEs to determine 3 to 5 KAs: reasons why this job exists. Rank and weigh each KA trying to keep in mind "big picture" results.

## **SMEs to Complete the Job Questionnaire:**

Immediately following the KA session have the SMEs use the KAs to complete the job questionnaire which will create a job report for each SME. Use the specific instructions provided by TTI SI for each section of the job questionnaire.

**Combine the data:** If 2 or more job questionnaires were completed you'll need to manually combine each report to create one averaged report or a Multiple Respondent Report.

**Buy In of Results From Client:** Present the multiple respondent report to the client reviewing the behaviors, motivators, and/or skills that were produced and how they relate back to the KAs.

**Post Benchmark Application:** Once the benchmark has buy-in you'll then need to put it to use; comparing candidates, create an on-boarding process, compare current employees, etc. Solutions 4 Hiring—Learn how Savvy Insights can help identify talent that matches your benchmarks and/or how you can assess all candidates for one fee.