

### Basic Knowledge

Talogy measures hardwiring (innate abilities) and what comes natural to an individual. The best performance in people comes from what they're natural at.

Talogy name comes from Talent + Technology + Psychology

Used by 15,000 organization including Verizon, Microsoft, Citi

ADA and EEOC Compliant

Talogy is designed to identify what comes more natural to people and those skills make it easier to do certain tasks.

The cognitive section is to determine problem solving.

### Selling Talogy / Talk Tracks

Managers are 2X likely to hire a seller in the top 25% by using Talogy

When Talogy recommends a candidate they have a 70% of being successful

15,000 Companies using it

Around for 15+ years = Trusted

ADA and EEOC Compliant

The system repeats questions to catch "Fakability"

21 "Norm Groups" with culture, nationality and language adaption. Test doesn't bias due to culture or language.

Time objection: "You want it to take time so that 1) you know it's accurate and 2) people don't fake it out.

After hired, manager gets cheatsheet on how to coach them.

### Pain Statements

HIRING	INDIVIDUALS	TEAMS
Bad hires	Not reaching goal	Don't know where to start
High turnover	Lack of self awareness	Unclear team strengths
Low performance	Training issues	Group skill gaps
High admin burden	Inconsistent conversations	Retention
Inefficient processes	Coachability challenges	Known inefficiencies
Hiring / Develop. disconnected	Employee engagement	Trouble ID high pots.
Compliance challenges	Leaders are ineffective	Unbalanced team dynamics

### Instruction to Deliver Assessment

"Just because they're not high doesn't mean they can't do it. Just means it takes more energy."

They talk 50%+ of the time. Often ask them, "What do you think about this?"

Explain basic principles at the start.

Measures what they are hardwired to do.

If they don't agree, don't fight it.

Confidential - do not share it.

They see it before you meet.

"He/She might be able to perform well, but could they be on a path to burnout?"

### Instruction To Take Assessment

Take when you are not under stress and won't be interrupted. Take it in one sitting.

Plan on 45=60 minutes of uninterrupted time. There is no time limit.

It will be frustrating at times. Be patient and know it will be worth it.

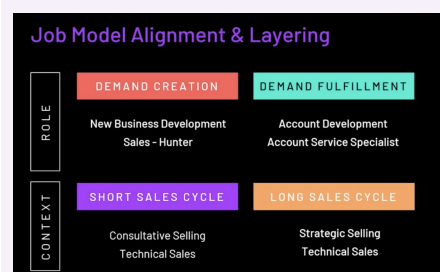
Good for 5+ years. Don't take it often. Your natural interests don't change much.

Based on 'force choice' so sometimes you will like/dislike things equally.

### Terms

Job Profiles	Competencies make up Job Profiles like 'Account Manager'
Competencies	Higher level, conceptual, harder to specifically coach. 6-8 Competencies make up a profile.
Workplace Behaviors	Observable in the workplace. Coachable. Behaviors make up Competencies.
Traits	The most core. Traits make up behaviors.
Preferred Style	Similar to DISC style
Key Findings	Relates to behaviors.
Traits->Behaviors->Competencies	

### Job Model Alignment



Sponsored by **Readable.com**  
Measure your website readability!  
<https://readable.com>

### Traits Part 1

1. Abstract Reasoning Ability - Potential to solve problems and understand the logical relationships among concepts. People who show a high level of Abstract Reasoning Ability should be capable of understanding complex issues. Individuals with low levels tend to be most effective when handling issues that have straightforward solutions.

2. Accommodation - Desire to help others. Individuals who have high scores on this trait tend to be motivated to help people. Those with low scores might be uninterested in providing assistance.

3. Aggressiveness - Inclination to push forcefully. People who have high scores in Aggressiveness tend to be forceful when defending their ideas or actions. Individuals with low scores would be unlikely to take a firm approach.

4. Assertiveness - Potential to communicate information and ideas in a direct manner. Individuals scoring high on this quality should be willing to communicate their ideas and opinions. People with low Assertiveness scores may be uncomfortable expressing their viewpoints.

5. Cautiousness - Inclination to make decisions carefully and think through relevant facts and alternatives. High scorers tend to be careful when deliberating options and calculating outcomes. By contrast, low scores on this trait suggest a tendency to act without thinking things through.

6. Ego Drive - Degree of satisfaction gained from persuading others. Highly ego-driven individuals should be motivated to win others' commitment. People with low scores on this trait are unlikely to invest much effort in gaining consensus.

### Traits Part 1 (cont)

7. Ego Strength - Capacity to handle rejection and criticism. Individuals with high scores on Ego-Strength tend to be unconcerned by setbacks. On the other hand, people who score low on this scale may be sensitive to criticism or rejection.

8. Empathy - Potential to perceive others' feelings and read social cues. An empathic individual is likely to be perceptive of people's feelings and capable of reading social cues. Low scorers may misinterpret or be inattentive to others' needs or feelings.

9. Energy - Potential to sustain a high level of activity over extended periods. People who score high on this trait tend to be active in the workplace, while individuals with low scores might be unenergetic in their work approach.

10. External Structure - Degree to which a person is sensitive to existing rules. Individuals who show a high level of External Structure are likely to be receptive to a structured environment with rules. People with low scores could be unresponsive to authority.

11. Flexibility - Willingness to modify an approach and to adapt to changing circumstances. Individuals who score high on this measure should be adaptable to change. Those who show low scores are likely to be reluctant to change their approach.

### By The Numbers

56 Standard Job Models (Mgt, Sales, Service)

280 Workplace Behaviors

11 Sales Roles

8 Primary Sales Roles

6-9 Competencies make up a role

27 Languages

15 Years of research

### By The Numbers (cont)

56 Competencies

### Types of Job Profiles

MANAGEMENT	SALES
Manager	Acct Development*
Mid-Level Mgr	Acct Service Special*
HR Leader	Agency Recruiter
Marketing Leader	Consultative Selling*
Corporate Supervisor	Corporate Recruiter
Marketing mgr	New Biz Development*
Ops Manager	Producer
Project Manager	Sales - Hunter*
Remote Manager	Strategic Selling*
Sales Manager *	Technical Sales*

\* Are basic Sandler job roles. Many other roles exist.

### Traits Part 2

10. External Structure - Degree to which a person is sensitive to existing rules. Individuals who show a high level of External Structure are likely to be receptive to a structured environment with rules. People with low scores could be unresponsive to authority.

11. Flexibility - Willingness to modify an approach and to adapt to changing circumstances. Individuals who score high on this measure should be adaptable to change. Those who show low scores are likely to be reluctant to change their approach.

### Traits Part 2 (cont)

12. Gregariousness - Comfort with meeting new people and initiating conversations. Highly gregarious people are likely to be comfortable establishing contact and networking. Those who have low scores on this trait may be uneasy about taking the initiative in social situations.

13. Idea Orientation - Preference for thinking creatively and generating new ways to solve problems. Individuals with high idea Orientation are likely to be motivated to develop creative, original solutions, while low scorers are inclined to use well-established methods.

14. LevelHeadedness - The potential to remain calm and to maintain a steady disposition in everyday situations. People scoring high on this scale should be capable of remaining composed. Those who score low are inclined to respond emotionally.

15. Openness - Receptiveness to new or alternative ideas. People who show high scores on Openness should be willing to consider others' input. Those who have low scores tend to be focused on their own way of doing things.

16. Risk Taking - Willingness to take chances. Individuals scoring high on this trait are likely to take chances on untested initiatives. People with low scores tend to be reluctant to risk failure.

17. Self Structure - Preference for independently determining work methods. Individuals with high scores are apt to be motivated to independently determine their work approach, while those who show low Self-Structure scores are unlikely to define their own work methods.

### Traits Part 2 (cont)

18. Skepticism - Inclination to doubt or question others' motives. Highly skeptical individuals tend to be guarded and wary of others' intentions. People with low levels on this scale are likely to be trusting and willing to give others the benefit of the doubt.

19. Sociability - The enjoyment of being around people and working with others. Individuals who score high on Sociability are likely to be motivated to interact with others. Low scorers on this trait could be uninterested in having frequent social interaction.

20. Thoroughness - The tendency to pay attention to detail. Individuals who show high scores on this trait are apt to be conscientious when handling detail-intensive tasks. Those who score low may be uninterested in focusing on fine points.

21. Urgency - The motivation to take quick action in order to obtain immediate results. High scorers on this trait tend to be driven to act quickly. Individuals with low levels of Urgency are inclined to take their time when handling tasks.



By **Mark McGraw** (mwm3)  
[cheatography.com/mwm3/](https://cheatography.com/mwm3/)

Not published yet.  
Last updated 5th July, 2023.  
Page 3 of 3.

Sponsored by **Readable.com**  
Measure your website readability!  
<https://readable.com>