

Date: Jul 13, 2008



Name: Tom Tester
ID: 295689



Marketing & Public Relations Summary

General Reasoning (Cognitive)

Slower Processing
Accepts Simple & Repetitive Work



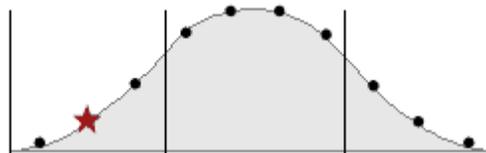
Faster Processing
Needs Intellectual Challenge

- Tom learns new information very quickly which can be invaluable when learning a market or strategically determining a marketing approach
- Tom enjoys working through how to express an idea effectively
- Also will be aware of the importance of tailoring a message to its intended audience
- Can easily become bored if assignments are routine and do not require continual learning and complex problem solving

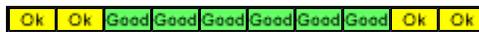
Question: Tell me about a time when you were assigned to a project in your general field, but in a particular area you knew absolutely nothing about. How did you proceed?

Conscientious (Organization)

Carefree
Impulsive



Detail Oriented
Dependable



- Tom tends to be carefree with details and may sometimes lose track of critical details or the overall timeline for delivering an assignment
- Will not be bothered much by interruptions or changes in planned assignments
- Fast learning speed and carefree nature can allow Tom to be highly creative

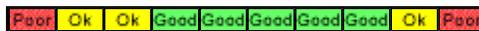
Question: Tell me about a project that you did that you thought was truly creative. What was that like?

Tough Minded

Cooperative
Agreeable



Direct
Determined



- Tends to be tough minded and skeptical and willing to explore issues that affect marketing projects
- Skepticism can be helpful in the research of information that can impact perceptions and targets of a project
- Tends to question things, which may affect willingness to take direction from others

Question: Tell me about a time when you became impatient with a coworker who was being unreasonable. What happened?

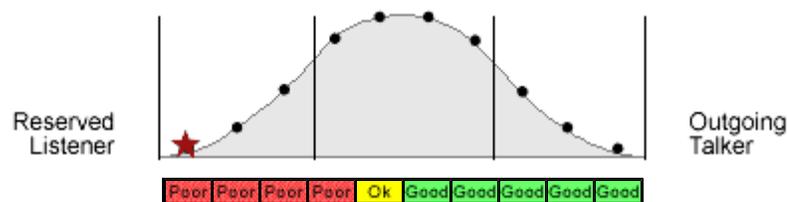
Conventional (Rules)



- Tom prefers a working environment that is structured and predictable as long as there are continual opportunities to learn new things
- Although Tom has a fast learning speed, communications projects that require an extreme out of the box approach may be more difficult
- Projects that are ongoing and require a consistent approach to the subject matter are more suitable

Question: Describe a time when you were assigned to a marketing project in an area that you did not have any previous experience with. What was it like?

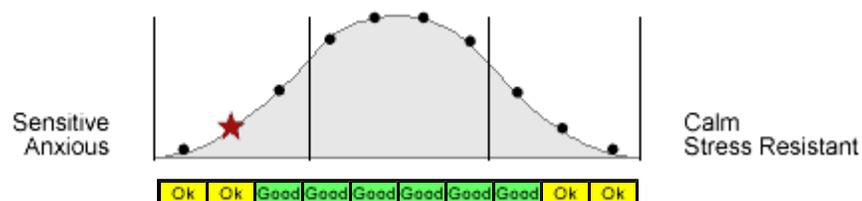
Extroversion



- Tom tends to be reserved and quiet and prefer less interaction with people than the average person
- With typically a reserved approach, Tom may have difficulty displaying enthusiasm for marketing projects
- Doesn't typically mind working alone for long periods of time as long as there is some opportunity to interact with others during the day

Question: Tell me how you handle situations when others want to chat with you even though you need to move on to the next task in your schedule.

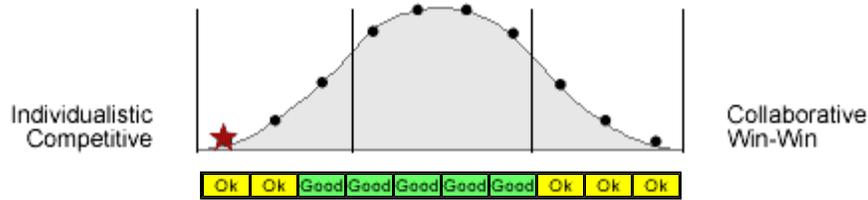
Stable



- Tom tends to feel stress sooner than others in similar circumstances
- Higher level of sensitivity can allow Tom to be more creative with marketing ideas
- Tom may have an exaggerated sense of urgency and some difficulty handling extreme pressure

Question: Describe a time when you had to deal with a great deal of stress in your job. What was that like?

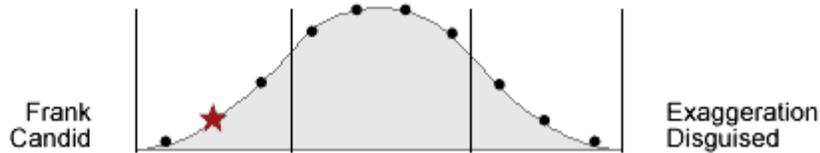
Team



- Tom is typically self-motivated and very competitive
- Important that Tom has the opportunity to be individually recognized for marketing projects and successes
- May have difficulty working within a team and being collaborative unless individual recognition accompanies team rewards

Question: Tell me about a time when you did something you considered extraordinary in your job but were not given credit for it. What did you do?

Good Impression (Social Desirability)



- Tom's responses have been frank and open

*The participant has scored in the "red zone" in 2 areas.

Overall
57% *

Note: This report represents only a small part of the factors that can be helpful in determining job performance. It is not designed to specifically recommend or not recommend any individual for employment and the ultimate employment decision rests with the Employer.

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Marketing & Public Relations Interview Questions

General Reasoning (Cognitive)

Question: Tell me about a time when you were very motivated to do your job every day. What were you doing and what types of problems did you deal with?

Question: Tell me about a time when a coworker kept asking you the same question over and over again. What did you do?

Question: Give me an example of a job where you were given many simple or routine tasks to perform daily. How did you handle that?

Conscientious (Organization)

Question: Tell me how you keep track of the details of a project or task.

Question: Give me an example of how you have followed up with someone who asked for additional details on a project or task. How did you handle the follow up?

Question: Describe a time when you lost track of some details for a project and it caused a problem. What did you do?

Tough Minded (Assertiveness)

Question: Tell me about a time when you disagreed with a supervisor about how a customer situation should be handled. What did you do?

Question: Tell me about a time when you became impatient with a coworker or supervisor because they were being unreasonable. What happened?

Question: Give me an example of a time when you had to make an important decision on something even though it wasn't your responsibility. What was the situation and how did it work out?

Conventional (Rules)

Question: Describe a time when you had to begin working and you had not really been trained yet and didn't know what you were supposed to do. What was it like?

Question: How have you handled a situation where there was no procedure in place?

Question: Tell me about a time a good customer wanted something that was not consistent with policy. What did you do?

Extroversion

Question: Give me an example of a time that someone praised you for your ability to listen to them. What was the situation?

Question: Tell me how you handle coworkers who like to chat with you even though you need to move on to the next task.

Question: Tell me about a time at work when you needed to take a break and get away from people for a while. What was it like?

Stable

Question: Give me an example of how you have dealt with a lot of stress in your job every day. What did you do?

Question: Tell me about a time when a customer or coworker was very upset and was being unreasonable. What did you do?

Question: Describe a time when you worked in an environment that you thought was motivating but not too stressful. What was your day like and what made it motivating?

Team

Question: Tell me about a time when you did something extraordinary in your job but were not given credit for it. What did you do?

Question: Give me an example of a time when a coworker needed your help with a project or task. What was the situation and how did you handle it.

Question: Give me an example of a time when you were praised for your performance in front of the team. How did your coworkers respond?

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