



ADVERSITY QUOTIENT (AQ)

HIRING THE VERY BEST

RESILIENCE AND SUCCESS—THE HARVARD EDGE*

Given today's harsh realities,

1. How would it affect your business if the people you hire were measurably more *resilient*? How would it affect morale, productivity, performance, and results?
2. What impact would it have if they demonstrated a measurably superior capacity to take on and thrive on the tough stuff—chronically demanding and difficult circumstances—or *adversity*?

THE HIDDEN TOLL

\$75,000-\$800,000. That's the *true* cost to your business for each bad hire.

Add it up. According to top researchers, business leaders consistently, often dramatically underestimate the cost of poor hiring decisions. Calculate all the time and hard costs of recruiting, screening, hiring, training, and growing one employee. Add to that the effect a bad hire has upon change, morale, and productivity, as well as the opportunity and customer retention cost when a bad hire underperforms with the customer. The toll becomes *immense*.

THE FIFTY-DOLLAR SOLUTION

*Harvard Business School chose *resilience* as the new top criteria for business success. And they selected the AQ Profile® as the global best practice for measuring resilience. HBS now uses the AQ Profile in its Executive Education and MBA programs.

Why?

- ▲ AQ is measured by one tool—The AQ Profile®.
- ▲ AQ is the world's most robust and widely adopted gauge of individual resilience. Using the AQ Profile®, PEAK and its clients have measured the AQs of more than 500,000 people across all job segments and industries representing 52 countries.

- ▲ *"Simple. Fast. Elegant."* That's how clients describe the AQ Profile design and experience.
- ▲ *8-10 minutes.* That's how long it takes most applicants to complete the AQ Profile, online. Results are immediately available to your hiring administrator.
- ▲ *Fifty Dollars.* That's the standard (per unit) price for the AQ Profile. (Volume discounts apply.)

THE SIMPLE MATH

Cost for AQ Profile

100 applicants x \$50 per person \$5k
(Actual # of applicants may vary.)

Cost of bad hire
ROI

\$75k-800k
\$70k-795k
per job opening

The AQ Profile 8.1, created by global resilience expert Dr. Paul G. Stoltz, is based on more than 1500 studies over the past 37 years.

It is exceptionally valid and reliable in predicting:

Performance	Productivity
Engagement	Innovation
Problem Solving	Optimism
Tenacity/Resolve	Agility
Health/Sick Days	Attrition
Change hardiness	Resilience

To learn more about how you can implement the AQ Profile in your business today, contact PEAK Learning, Inc. 805.595.7775
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Performance **E**xcellence **A**chievement **K**nowledge

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