

# Understand the “whole” person

The Predictive Index Behavioral Assessment objectifies workplace behaviors so you can predict the drives and motivations of others, be a better manager, and communicate more effectively.

## #1

### Head

Behavioral drives &  
Cognitive ability

## #2

### Heart

Passions  
Interests &  
Shared beliefs

## #3

### Briefcase

Education  
Knowledge  
Skills &  
Experience



The Predictive Index makes it easier to tailor your coaching plans to the behavioral drives and needs of your people.

**Understand the person and you'll unlock their potential.**

When we look at candidates, we think about the head, the heart and their briefcase. Unfortunately, we put too much emphasis on the briefcase, where they were educated, what they've done and don't spend enough time understanding what makes them tick.

**The sad reality is that you are Hired for what you know. Fired for who you are.**

