Chally Assessment™

How to Read a Coaching and Development Report

The Chally Assessment™

The Chally Assessment™ helps you take the guesswork out of talent management by giving you insight into the motivations and natural aptitudes of each person on your team or in your candidate pool.
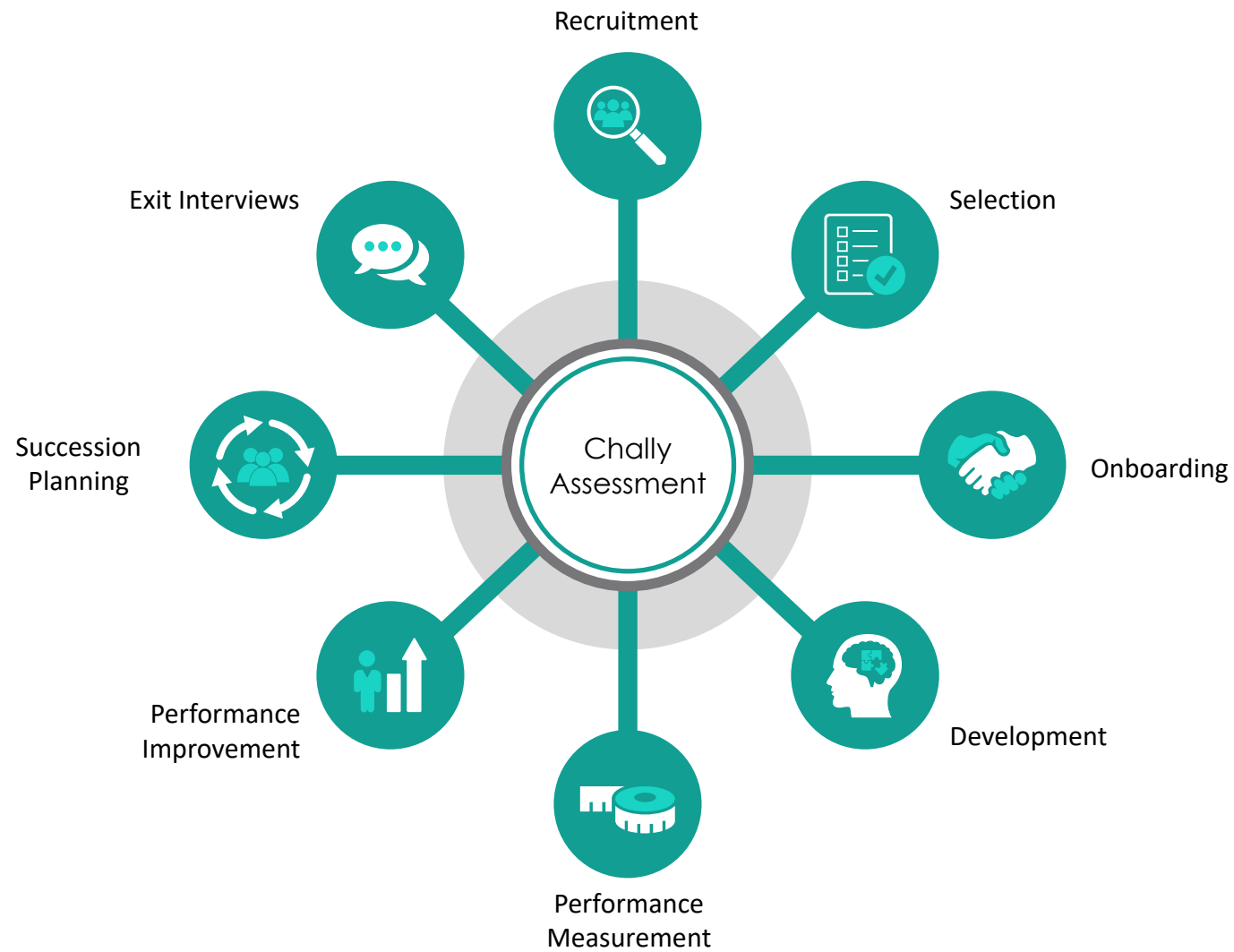
Make better hires

Focus your development dollars

Build a more competitive sales force

Recruitment

Selection

Onboarding

Development

Performance Measurement

Performance Improvement

Succession Planning

Exit Interviews

Chally Assessment

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Coaching and Development Report

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Coaching and Development Report

Competency Quartiles

Not a Natural Strength

Area for Development

Emerging Strength

Clear Strength

Makes Persuasive Presentations

Adapts Approach

Advocates for Customers

Commits Time and Effort

Qualifies Prospects

Develops Sales Leads

1	24	25	49	50	74	75	99
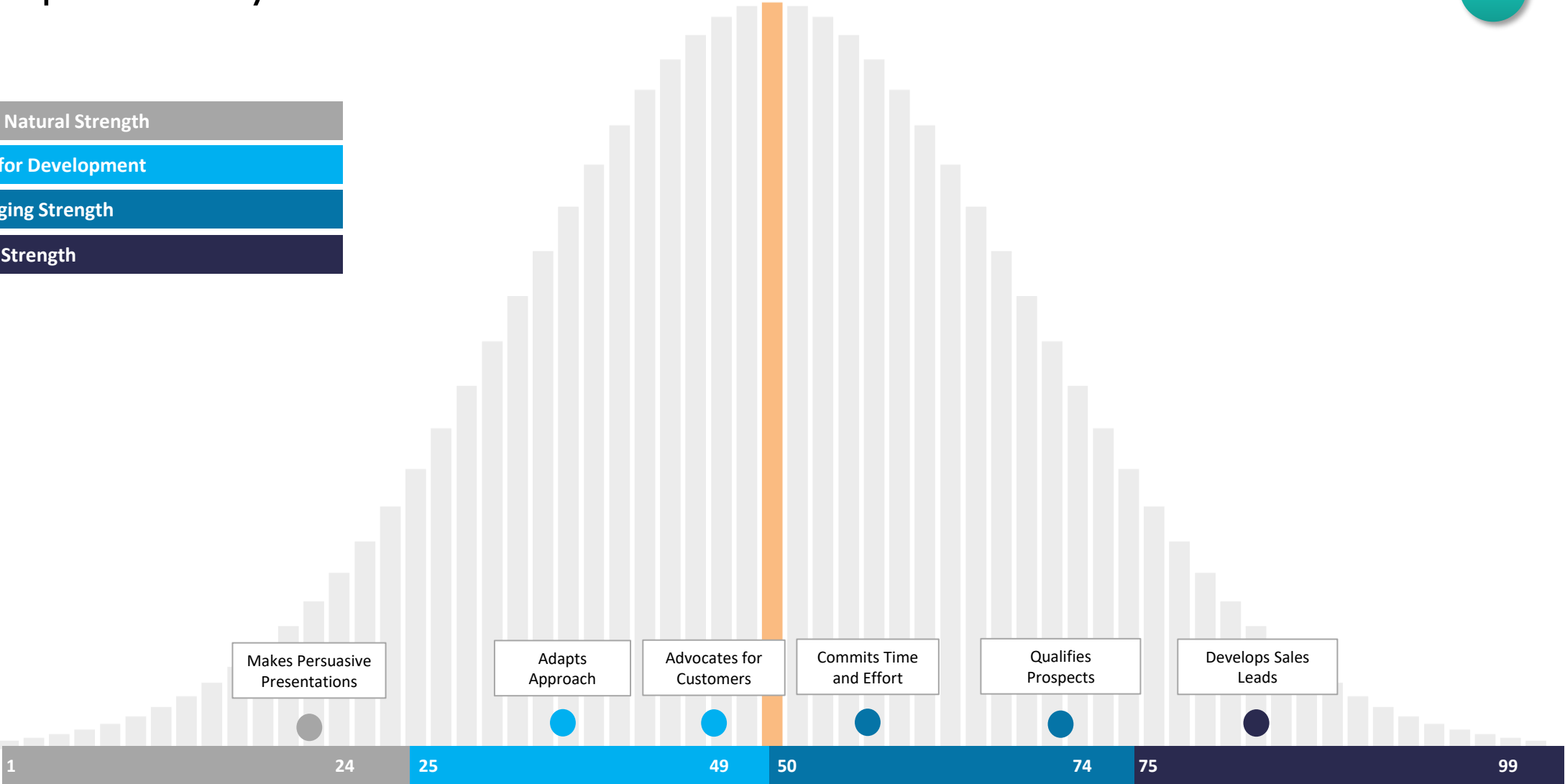
Aptitude vs Performance

As you review your team's assessment results, please keep in mind:

- The Chally Assessment is a tool to evaluate *natural aptitude* for specific competencies.

- A person's assessment results may be different than their *proven performance*.

- Just because an outcome on a **competency states** that is **not a natural strength**, it **does not mean** this is an area of **weakness**. It simply means that this behavior does not come naturally.

- People who have **low scores in an area** may still **perform successfully**, depending on their **motivation and the availability** of tools and other support mechanisms.

Quartile Definitions

Clear Strength (75+): Assessment results indicate that you possess the highest potential to successfully demonstrate this competency. Associated behaviors will be natural to you, and you should excel in this area.

Emerging Strength (50-74): Assessment results indicate you possess the potential to successfully demonstrate this competency. It is likely that you can achieve (or have achieved) excellence in this area with deliberate learning & practice.

Area for Development (25-49): Assessment results indicate that you possess the potential to successfully demonstrate this competency. However, in order to develop, you will likely benefit from focused training and must be willing to accept coaching.

Not Natural Strength (below 25): Assessment results indicate that you don't possess the natural tendency to demonstrate this competency. This doesn't mean you can't or aren't performing. More likely, ongoing support and coaching will be required along with "work arounds" in order to maximize effectiveness in this area. The individual may also have clear natural strengths in other competencies that counteract the areas of non-natural strength.

Coaching and Development Report

Validity: description of respondent's degree of guardedness or candor

Validity Score

The validity scale is about an individuals' willingness to admit limitations to others.

The validity statement in the report reflects whether the respondent:

- Was exceedingly candid in answering the questionnaire and went out of the way to admit limitations

- Was open and candid in answering the questionnaire

- Tended to create a favorable impression, downplay weaknesses, and emphasize strengths

- Was unwilling to acknowledge personal limitations and may possibly have difficulty readily accepting coaching and constructive feedback

- May have had significant difficulty completing some of the items due to either occasionally misunderstanding the meaning of the statements or responding too carelessly (Retake recommended)

Coaching and Development Report

Detailed Results by Competency

Fosters Collaboration to Achieve Shared Goals

Shows skill and ease at working in groups; works with others to achieve better results and forges close working relationships and alliances in order to get things done; is quick to cooperate versus expect others to bend to own wishes; supports joint ownership and shared recognition for results; recognizes the advantages of group participation in planning and problem solving

Not a Natural Strength	Area for Development	Emerging Strength	Clear Strength

Score Interpretation

This individual can usually be counted on to cooperate with others in a team environment and understand their personal importance within the group. They perform their role well and help other members as needed. They grasp the concept of a team as a mutual support system wherein the members rely on each other to work toward a common goal.

Competency definitions

In-depth results for Account Management Benchmark

COMPETENCY 1/6

Drives Toward Success by Systematically Managing Accounts

Consistently meets or exceeds sales targets through personally controlling the critical aspects of the sales processes; systematically works each account plan and anticipates problems in order to work around them; is driven to win customers' attention and treats their business as an honor, never letting them feel taken for granted

Not a Natural Strength	Area for Development	Emerging Strength	Clear Strength

Score Interpretation

This individual may not see the need to commit to a higher level of personal control or dedication because they could be content as an average producer. They may see no need to change the way in which they manage the sales process because they believe their current results are acceptable. When managing accounts, they might count on the system to be totally reliable and unfailing and, hence, fail to anticipate problems that could block results achievement. Therefore, they might not know about a problem in time to take corrective action. They may be distracted by the demands of other, non-selling activities and take customers' continued support for granted. Thus, customers may not know how much their business is appreciated.

Score interpretations

Coaching Suggestions

Remind them not to become complacent with their current sales results. Starting at their current level, gradually alter their objectives and increase their sales quota. Slowly raising standards should prevent them from producing the same results every month and eliminate the stress associated with producing exceptional sales results. Make sure they recognize the importance of implementing a system to manage accounts so they can ensure key tasks are accomplished and barriers to ongoing success are avoided. Remind them that assuming things will work out on their own, rather than working to guarantee that they do, is asking for trouble. Waiting until a problem surfaces is costly in the long run, especially when resources are wasted to rectify a situation that could have been prevented. Ensure that customers are being made to feel valued; if they feel under-appreciated or as if their business is being taken for granted, there is a risk that they could take their business elsewhere.

Coaching suggestions for areas for development and competencies that are not natural strengths

Key Motivational Characteristics
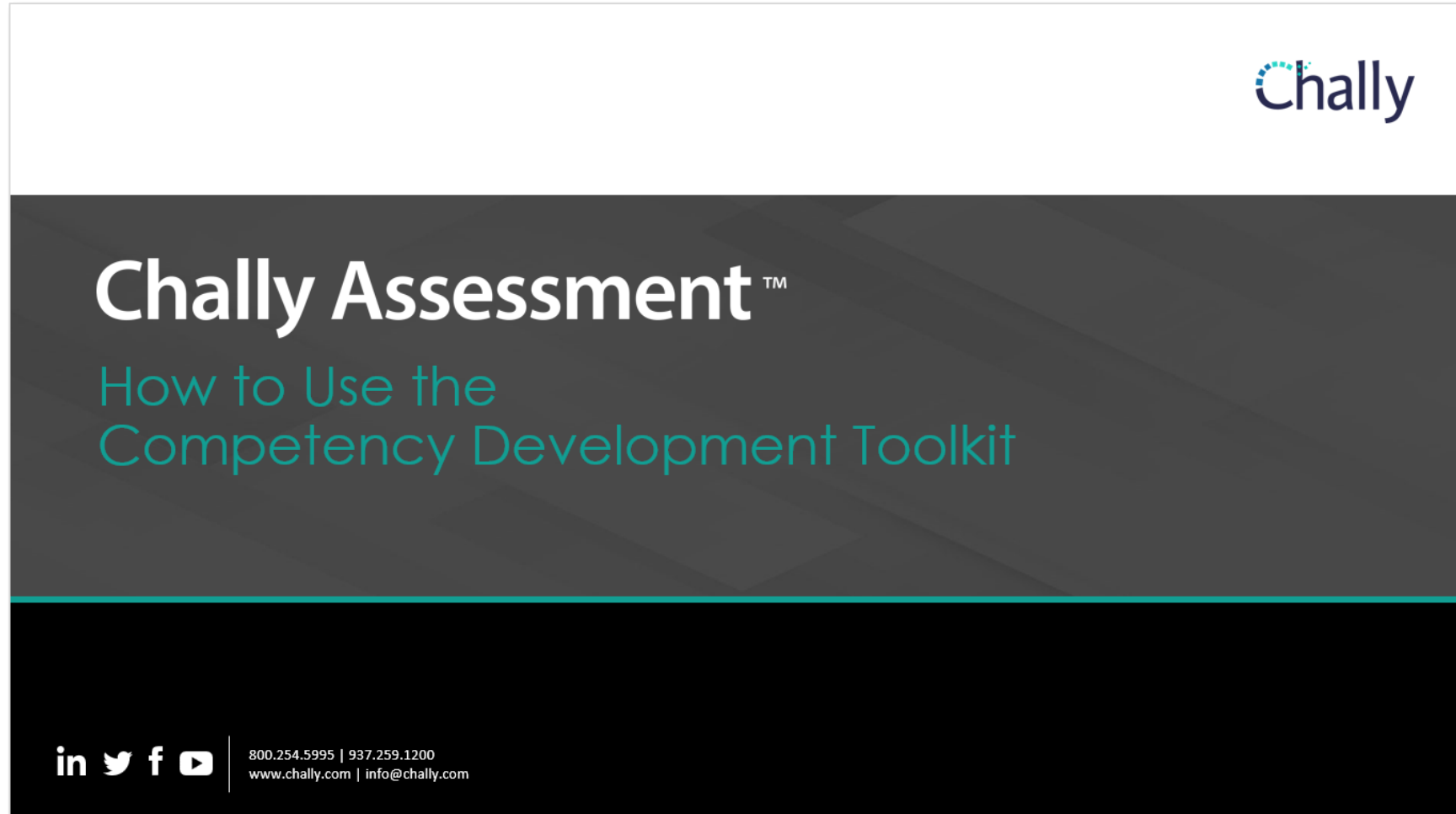
Key Motivational Characteristics

The motivational characteristics described below measure this individual's preferences, wants, or desires. However, this DOES NOT necessarily indicate that they currently have developed the habits or skills to satisfy these preferences. A manager may wish to note these specific motivational needs and utilize the suggested discussion points to commence a meaningful dialogue about potential with this person. These characteristics will also provide you with an indication of this individual's fit to your organization's culture.

Motivational Characteristics	Manager's Tips
This person's natural inclination is to prefer one-on-one contact rather than dealing with large groups. They will hold back in social situations until others demonstrate interest in speaking with them. As a result, they will do much better in a position which affords the opportunity to stand back and observe interactions, than one where they need to take the lead.	It is nearly impossible to force someone who is not outgoing to change. There are methods, though, to increase a comfort level in situations that require more extroverted behavior. They would benefit from frequent exposure to friendly groups where they can gain more experience with interpersonal contact and to get familiar with the way groups interact. Focus them on specifically working to meet and learn more about the groups with whom it is important to interact. To appeal to their need to rehearse, provide them with a list of sure-fire conversation starters. Also, learning which types of interaction work in a group setting and which ones don't could help them become more comfortable at times when they need to take the lead in interactions.
This person tends to put a lid on negative emotions, believing that a place of business is not the proper venue to vent frustrations. However, they may not understand that, like a boiling pot, suppressing otherwise acceptable emotions can cause them to build to the point where it negatively impacts co-workers and, ultimately, results.	Challenge them to express emotions rather than ignoring them and make sure to meet regularly so you can get them to discuss any frustrations. Explain that so long as they voice frustrations in a professional manner, there is nothing unseemly about displaying anger or irritation. Doing so will prevent volatile emotions from building to the point where they are ready to explode. Likewise, they'll seem more human and less controlled and remote to constituents.

Insights on what motivates and drives each individual

Suggestions to facilitate onboarding and management

Next Suggested Tutorial

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Chally Assessment™

How to Use the
Competency Development Toolkit

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Questions? Contact Us!

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