



Economica Value Added & People Measurement

Change from the inside out

Human Performance Replicator

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ENSURING A “SKILLS-RICH” MODEL FOR SUCCESS

When looking at what adds the most value to a company, previously the tool for measurement was performance management and all that it entailed. Today, the shift that’s occurred centres around a question: How can we harness the cumulative experience and skills of top-performers and instil these “assets” or qualities onto average performers for them to excel?

The answer is specific Modelling techniques created by the Human Performance Replicator.

At the Human Performance Replicator, we’ve devised an exclusive propriety process around the tenants of Modelling which equip people, whether an individual or manager, to be taught important principles of success.

THE HUMAN PERFORMANCE REPLICATOR AND EVEN WHY ATTRIBUTES ARE CONSIDERING AND MODELLED

To understand the intricacies of what we at the Human Performance Replicator do, let’s look at the following example which shows you what the basis of Modelling is shaped from.

There's something called the law of diffusion of innovations. To understand this, let’s imagine the classic Bell Curve. All populations, regardless, always sit across the standard deviation. There are high performers, low performers and the average performers.

What the law of diffusion tells us, is that the first 2.5% of our population are innovators, big idea people, like Steve Jobs, or Elon Musk. Then you have the 12 to 13% percent of the population who are the early adopters. The bulk of the curve consists of the majority, but they're cynical. They're practical, as in, what's in it for me?

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So, what the law of diffusion tells us is that you cannot achieve mass-market success or entrance for a new idea until you achieve 15 to 18% market penetration. It is the Tipping Point. The top early adopters, they get it, but for only this small percentage of your company to be open to new thinking and modes of doing things is just not enough. What Geoffrey Moore called Crossing The Chasm is what he calls The Magical Gap and the way you get to it is, you don't talk to the majority.

You aim only at the early adopters because the majority does not want to try something new until someone else has tried it first.

At the Human Performance Replicator, we take the top percentage and model their success onto average performers. Through our proprietary training and coaching, we then model these average performers into top performers.

What's key to our training and coaching is that we look at a myriad of aspects that usually are thought to be unmeasurable.

We take many aspects in considering the top performer including decisions, process, skills amongst others and we study closely their attributes such as patience, reliability, trust and other aspects of character; how do you measure these personal and individual attributes?

Attributes are more inherent to our nature. All of us have the attributes we need for every situation life presents us with - depending on what level of adaptability we have.

These levels inform our behaviour as they show us how we're going to adjust to a situation.

So, adaptability is generally qualitative, but it's also dependent on environmental factors. For example, take uncertainty, challenge and stress, these are aspects where you can't apply a known skill, as skills direct behaviour for a known situation. So, when you get into an unknown situation, skills don't apply, as we lean on our attributes.

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Let's take a **finite** minded person like a well-known soccer star. This person likes to train and prepare so that there's no such thing as the "unknown" because **finite** minded people fear the unknown. They fear uncertainty and so they practice relentlessly to be prepared for any eventuality as the thinking has already been done.

The problem with this type of thinking/behaviour is that it only works for expected things. With finite thinking, the thinking happened in the past so it's like muscle memory.

With the **infinite** minded person, they embrace uncertainty as that's where the real thinking begins.

Skills are good for finite mindedness but building these attributes is really what it takes to build an infinite mindset and in business.

When it comes to top-performing teams, they aren't just good when things are going great. They are great when things go wrong.

At the Human Performance Replicator, we focus in our modelling which includes key attributes, like adaptability, patience, situational awareness, as these are the things we lean on in times of uncertainty.

And this is what also builds great teams and builds trust.

Trust is a feeling. Belief is a human emotion justified and rationalized. You can't make people trust you. We teach people to behave in a way that allows others to make a decision to trust. But what's important to understand is that you have to change the behaviour so that a decision to trust as an example is then formed.

Understanding these nuances is key to our modelling, once we first understand what makes that Top 10% you want to model successful, when then model it and then training and coaching around masters the method. What is the outcome from these powerful tools in Modelling the "top-performing" = behaviours and skills at the top level - which we can then call today's business asset for success.

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Skills direct behaviour for a known situation here is how to ride a bike or ride a car, skills don't apply in uncertain situations.

THE NEED FOR MODELLING

Replicating the talent of key individuals through Modelling can result in significant and measurable financial results.

An individual who can accomplish so much more in their lives becomes a living asset. And this is the current corporate currency. Employing people who can achieve so much more and therefore not only become valuable to themselves but to a company, are vital and irreplaceable.

OUTSTANDING PERFORMANCE, ECONOMIC VALUE ADDED AND THE PROCESS OF MEASUREMENT

At the Human Performance Replicator, we ask ourselves, "how do we measure the Economic Value Add of competency? This question is vital as it holds the answer to performance and the methods we use to transfer performance cues and behaviours. The first base of the answer is found in the primary objectives of modelling. This begins by assigning skills inherent in several top 10% performers and transferring these to other people, specifically average performers in similar roles and the success of replicating these skills and competencies.

WHAT ARE THE FUNDAMENTALS USED TO EVALUATE A RANGE OF CAPABILITY TRANSFER TECHNIQUES LIKE MODELLING, TRAINING ETC

Economic Value Added (EVA), Return on Investment (ROI), and Cost-Benefit Analysis are generally the best-practice applications used.

With significant research into the EVA of excellent performance, at the Human Performance Replicator, there are several aspects, but look at competencies first, as these are the inherent characteristics of an individual which has an influence on outstanding outcomes within a specified job description.

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Let's first understand the definition of standout performance.

It's best understood as performance which is one standard deviation, or more, above the mean".

It also goes to show a combination of characteristics that are measured and identified as being above average, and distinguishable.

In terms of aptitude, one standard deviation above the mean or the top 15% of performers is generally the preferred way of understanding the definition of above-average performance.

When it comes to uncovering the EVA of competency and performance, the following is required:

1. Establish the EVA by performance one standard deviation above the mean (EVA+1 SD).
2. Establish the percentage of increased productivity attributable to Competency vs. Independent variables (% EVA attributable).

In the visual below, (Hunter, Schmidt, and Judiesch 1990) have effectively demonstrated that research conducted, determined that outstanding performance one standard deviation above the mean is worth between 19% and 48% of EVA, particularly in non-sales jobs; and that it results in a 48% to 120% increase in productivity in sales jobs.

DISPERSAL OF EVA - INDIVIDUAL OUTSTANDING PERFORMANCE



The most effective way to evaluate outstanding performance as mentioned before is one standard deviation above the mean, and then to multiply the average salary plus the additional percentage of productivity contributed by top-performing workers. If an outstanding worker in a relatively intricate job profile is 148% more productive than an average worker, he or she, according to this diagram has a productivity salary value of \$148,000, even if he or she is paid less than \$100,000. So, an underperforming worker calculated as per one standard deviation below the mean may be paid \$100,000 but has a salary value of only \$52,000.

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Various studies suggest that an estimation as per EVA by a worker who is an outstanding performer as assessed by salary estimation is conservative in nature.

What seems to be a more accurate method of estimation is to use the full cost of employment, including benefits etc., often totalling 1.5 -2.5 times the base salary, in order to discern the economic value an employee must reach for the company to break even.

Next, let's consider those employees who are in key roles that directly impact business results (i.e. valuable jobs), what is seen is that they can leverage larger economic benefits greater than their salary or employment costs alone.

As an example, take an average salesperson earning about \$70,000 needs to sell \$3 million worth of goods or services and in contrast, an outstanding salesperson, who is one standard deviation above the mean, sells 123% more (Sloan & Spencer,1991). This person sells goods and services with an overall worth of \$6.7 million. What this demonstrates is that there is a 123% difference between outstanding and average salespeople, which is at the top end of the 48% to 120% range. Hunter, Schmidt, and Judiesch (1990).

To calculate what the EVA would be, as an example, let's use margin:

If the margin is 25%, in this case, the value add is an amazing 1,320%. There are other similarities to this example regarding a host of job roles, that directly impact production, as in; front lime managers, equipment operators, field service staff, customer service representatives etc. or teams as shown in the diagram below (Hunter, Schmidt, and Judiesch 1990).

DISPERSAL OF WEIGHT OF PRODUCTION BY TEAMS (FACTORY WORKGROUPS)



THE REAL VALUE OF ACCELERATING THE LEARNING CURVE

At the Human Performance Replicator, we use a range of Modelling activities including, and thereafter, proprietary training, coaching and performance techniques which all add economic value by:

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1. Dramatically cutting the amount of time it takes for employees to reach maximum productivity.
2. An increase in overall productivity by changing an average performer into a top performer.

As companies realise, it's more cost-effective to change and enhance an average performer into a top performer rather than replacing an underperformer all together. And with the acceleration of the learning curve, at the Human Performance Replicator, we employ methodologies that do just this. It's a case of "work with what you have" and make it better.

The diagram below demonstrates clearly the impact of EVA through shortening the learning curve in business. (Hunter, Schmidt, and Judiesch 1990).



At the Human Performance Replicator, we understand the intricacies of economics and employment. The two are intertwined and our thorough Modelling tools allow you as an individual or a business owner to get the desired results from yourself or your team in a shorter amount of time.

Since most people fall into the average skills range (80%), outstanding performers form (10%) and the bottom performers form (10%).

Let's summarise in the following way: Have you ever thought the incredible value a top performer adds to your business, or if you're an individual, what productive or organisational skills you can bring to the company?

The best way to cultivate these top performer's skills is through the Human Performance Replicator's Modelling techniques.

We can ascertain from the top 10% how they produce their outstanding results.

Our proprietary Modelled and training techniques are applied, so that average performers are now able to function in a short period of time into a new role at the top levels.

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Modelling is not final. Once the training is completed, consisting of 80% practical application and 20% theoretical. the participants are coached for a further 8 weeks.

The skills learnt are ongoing for the person to cement and understand a new way of processing information and upskilling.

The Human Performance Replicator's proprietary Modelling and application is a thorough and propels people and companies on the correct trajectory towards success.

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"Success is not final failure not fatal, it is the courage to continue that counts"

Winston Churchill

We help organizations improve their business using a unique inside-out approach. This proprietary program is based on the work of Suzanne Ravenall after spending 20 years deploying the methods through an outsourcing model, using models that incorporate neuroscience, neuro linguistic programme, cognitive behavioural therapy, innovative training practices, we support you in creating shifting employees by replicating the top ten percent employee performance into the average 80% with lasting change in a matter of weeks. The result? Increased employee engagement, greater creativity and productivity, and improved business resultslasting change in a matter of weeks. The result? Increased employee engagement, greater creativity and productivity, and improved business results

Contact us at www.humanperformancereplicator.com