

**Aha!**

# INTRODUCING INSIGHT

A NEW SERIES FOR EMERGING AND MID-LEVEL MANAGERS

You don't start at the top if you want to find the story. You start in the middle, because it's the people in the middle who do the actual work in the world.

Malcolm Gladwell, journalist and bestselling author



## THE MIDDLE MATTERS.

For decades, Hogan has helped organizations find and develop C-suite talent. Now, we're excited to introduce a report series designed for the middle - the on-the-ground managers responsible for bridging top management with staff and delivering organizational results.

The Insight series provides organizations with scientifically validated information about an individual's strengths, performance risks, and core values. Used as a feedback tool for selection or development, the easy-to-understand series gives emerging and mid-level managers the self-awareness needed to perform effectively. Based on Hogan's trademark assessments, the three-part series includes reports derived from the Hogan Personality Inventory, Hogan Development Survey, and Motives, Values, Preferences Inventory.

### HOGAN PERSONALITY INVENTORY

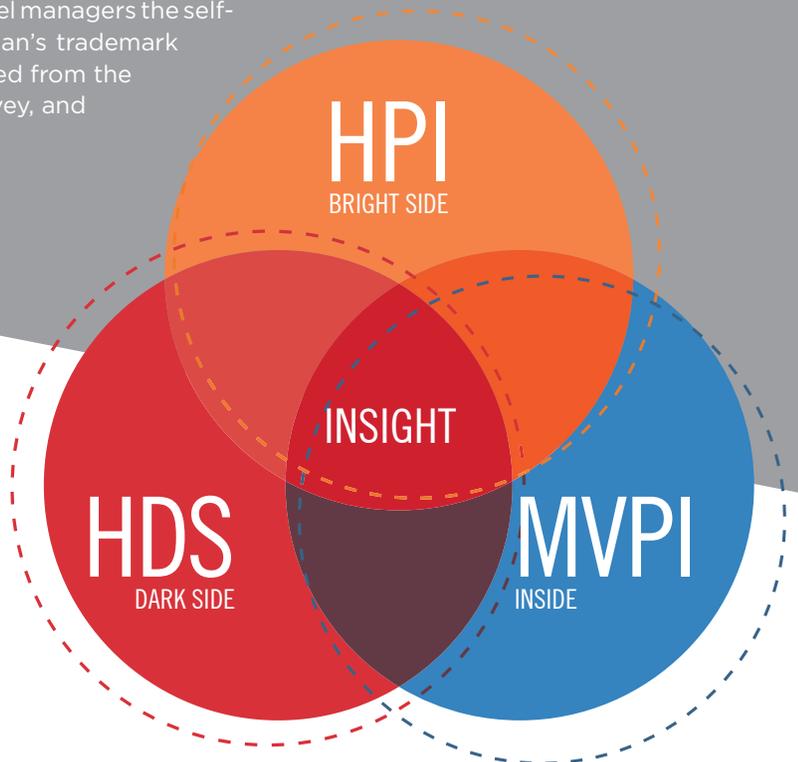
The HPI describes workplace performance, including how an individual manages stress, interacts with others, approaches work tasks, and solves problems.

### HOGAN DEVELOPMENT SURVEY

The HDS describes qualities that emerge in times of increased strain and can disrupt relationships, damage reputations, and derail peoples' chances of success.

### MOTIVES, VALUES, PREFERENCES INVENTORY

The MVPI describes people's core values that are part of an individual's identity - the goals and interests that determine satisfaction and drive careers.



**INSIGHT = IMPACT**



**Q:** What is the single most important thing a CEO can do to maximize his or her company's performance?

**A:** The answer is to creatively, aggressively, and systematically build the capabilities of the company's middle-management team: the vice presidents, directors, and managers.

Jonathan Byrnes, MIT lecturer, for the Harvard Business Review

**Engage** the middle

**Improve** morale

**Retain** top performers

**Enrich** the leadership pipeline

**Connect** with organizational values