

# The FranchiZe PreQual Assessor™

**Candidate:**

**Sally Sample - Ref ID:**

**Distributed by:**



For Help or Information Call:  
Fred Berni at 416-201-0202

Website: [www.DynamicPerformanceSystems.com](http://www.DynamicPerformanceSystems.com)

*copyright 1997-2010 Dynamic Performance Systems Inc. Toronto, Canada. All rights reserved.*

Completed for: Your Franchise Company

Your Reference ID:

Candidate ID: 210806

Profile Number: 220710

The FranchiZe PreQual Assessor is the first step in identifying franchise applicants with the greatest likelihood for success. Although most other standard, "out-of-the-box" personality characteristics have even less ability to accurately predict performance of franchisees than they do employees, the one personality characteristic that \*does\* have an impact on franchisee performance is "Conscientiousness".

That's why the first tool in the Dynamic Franchisee Qualification Process, the FranchiZe PreQual Assessor, measures "Conscientious" ("Detail Orientation", "Organized vs. Disorganized", "Planner vs. Spontaneous" and "Proactive vs. Procrastinator"). Because franchisors also want to know if their applicants have integrity and whether or not they're buying a franchise to be "rich and famous", we've also added "Integrity" and "Lifestyle Motivation" into the mix. Full definitions of each characteristic are presented with Sally's scores.

Since The FranchiZe PreQual Assessor is a personality profile, albeit with dimensions chosen that are relevant to franchising, The FranchiZe PreQual Assessor is not designed to predict performance.

The next step in the process is the PIC Profile which further refines the selection process by measuring the applicant's relative strength of intention to perform a franchise specific behavior.

The applicant's behavior is more accurate than personality in predicting performance. However, it can only narrow the field down to more suitable candidates. If an applicant doesn't display or intend to perform certain actions related to franchisee success, then it would be a waste of time and money continuing with them.

The PIC profile measures behavioral intentions relevant to franchising. Things like: They are:

1. Will Sally follow or resist the advise of the franchisor? Does she trust in the ability of the franchisor or of business leaders and other people she deals with?
2. Will Sally act in an insensitive or uncaring manner? Will she avoid tasks or situations involving interpersonal interaction?
3. Will Sally work consistently and intensely, even in the face of adversities that she may encounter as a franchisee?
4. Will Sally behave in unlawful, unscrupulous, unethical, or other dysfunctional ways at work?

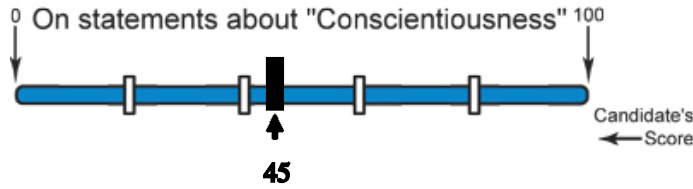
The final step of the Dynamic Performance Franchisee Qualification Process is the FranchiZe Profile. It asks the respondents to answer a series of job-specific questions on their beliefs, attitudes and behaviors related to being a franchisee and manager.

It is this focus on job-specific behaviors that helps make the FranchiZe Profile so extremely effective.

The FranchiZe Profile is generally used just prior to discovery day. Among other things, it measures the candidate' attitudes to employees, customers and the franchisor. In greater detail, it measures:

1. The belief that employees should be treated well.
2. A belief in the power of a positive attitude.
3. A belief in the franchise system and the willingness to follow it.
4. Belief in the importance of local marketing.
5. The belief that customers come first.
6. An open attitude toward strangers, and, last but not least,
7. A belief that hard work pays off.

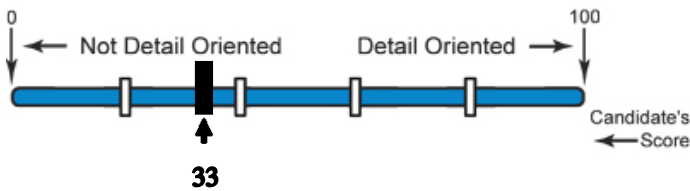
Combining these 3 measures: personality, behaviors and franchise specific situational judgment into one common easy-to-use and easy-to-read qualification process, results in a system that helps reduce franchisee selection expense while maximizing the ability of predicting performance of your applicants. Naturally, there are other aspects that must be included: background checks, financial status etc., to arrive at a final decision. However, the Dynamic Performance Franchisee Qualification Process provides insight into the one area that is so difficult to quantify - the applicant herself.



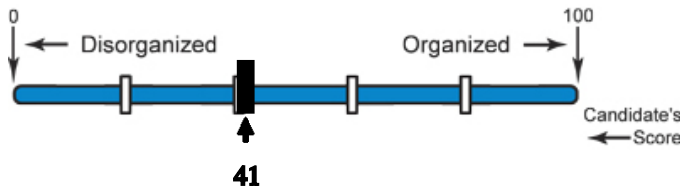
Conscientiousness has been proven time and time again to be the biggest personality factor in how well someone will perform. However, conscientious is not ALWAYS productive. Detail-oriented people, in spite of good intentions — or perhaps because of them — can become bogged down in minutiae and simply run out of time.

There are 4 unique yet related concepts that together make up the term "Conscientiousness". Therefore, rather than provide one single "Conscientiousness" score, we've broken this dimension out into it's four constituent parts ("Detail Orientation", "Organized vs. Disorganized", "Planner vs. Spontaneous" and "Procrastinate vs Proactive").

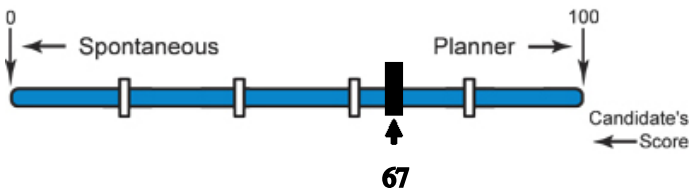
Sally's responses indicate that she is ambivalent to the concepts related to being conscientious.



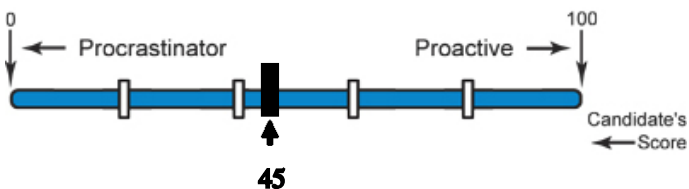
Sally's responses indicate that, with a score of 33, she has very little concern about being detail oriented.



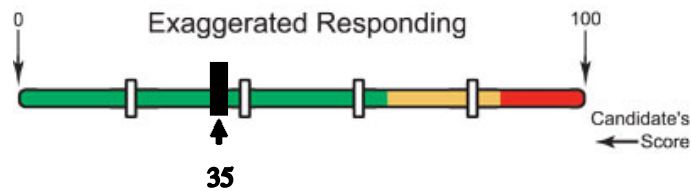
With a score of 41, Sally's responses indicate that she may be perceived by others as sometimes being sometimes organized and sometimes disorganized.



In terms of Planner vs. Spontaneous, with a score of 67, Sally's responses indicate that she may be perceived by others as preferring to follow a plan rather than tackling tasks in a spontaneous manner.



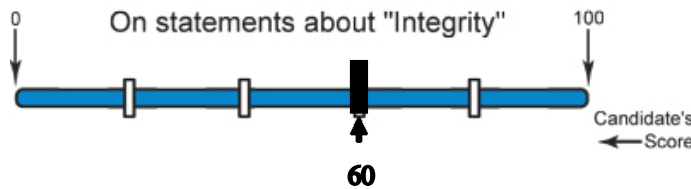
In terms of Procrastinate vs. Proactive, with a score of 45, Sally's responses indicate that she may be perceived by others as moderately comfortable acting in a proactive manner and occasionally procrastinates.



This scale (Exaggerated Responding) is designed to measure whether or not Sally was attempting to respond in a way that she thought Your Franchise Company wanted to hear.

Her low score of 35 on this dimension suggests that she was not making any effort to impress Your Franchise Company by presenting herself in an overly positive light. Sally's profile likely reflects her true feelings, attitudes and preferences.

Even so, it never hurts to double check these results by looking at other data such as her application, background documents and from interviews to confirm her responses.

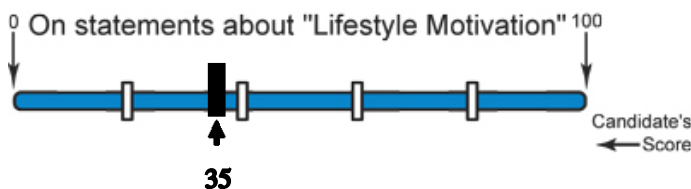


This scale (Integrity) assesses a range of applicant characteristics likely to be associated with behaving in unscrupulous or unethical ways at work. One component relates to whether or not the respondent feels they listen to their conscience. Another component relates to a lack of integrity, or moral principles surrounding honor, honesty and respect.

Integrity plays a strong role in the expected success of an individual. Franchisors want an individual who can be trusted handling cash and inventory, while customers want to deal with individuals who will not try to cheat them and deal with them in an ethical manner.

People with high degrees of integrity often stand by their judgment in the face of enormous pressure to change their views. It should be noted that people that have integrity may in fact act immorally — even though they don't realize it. For this reason, the questionnaire includes questions that assess whether the respondent takes the views of others seriously. For example, questions include whether the respondent acts according to her conscience, cares about justice or believes that the end justifies the means.

Sally's responses indicate that she is ambivalent to the concepts that make up this dimension.



This scale (Lifestyle Motivation) assesses a range of applicant characteristics indicating that the person desires wealth and high social status. Low scorers want to display and enjoy wealth, enjoy the trappings of wealth and power. When combined with a low Integrity score, it would be prudent to be more cautious with this applicant than with others.

Higher scores on this scale indicate that respondents are not very motivated money or social-status. Research conducted for our FranchiZe Profile indicates that successful franchisees are not strongly money motivated.

Sally's responses indicate that she tends to gravitate towards gaining wealth, power and/or social status.