



MAXIMUMadvantage
PSYCHOLOGY APPLIED TO BUSINESS

SPEAKER:

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PRESENTATION DETAILS:

Suggested Title: "Who Are These People Anyway?" An Effective Guide to Hiring and Retaining Superstars.

DESCRIPTION:

Today's applicants are well versed and coached in resume writing and interviewing techniques, aren't they? Unfortunately, their objective is to get the job, not to help you make the right hiring decision. Not only is it getting increasingly difficult to find good people, but your competitors are trying to recruit your best people away from you. Loyalty seems to be a long forgotten concept.

How can you stay ahead of the game and turn the odds in your favor? The secret is to use the power of modern technology and psychometric measurements in the selection, training and management of your employees. Employees who "fit" your organization and are well coached become long term top performers who love their jobs and deliver outstanding results.

During this interactive presentation, participants will gain a working knowledge of current assessment technology, along with an overview of the current EEOC guidelines regarding the use of assessments in the workplace. At the conclusion of the presentation, attendees will have the opportunity to use the results of actual assessments to practice interviewing and coaching skills.

In addition, each person will walk away with a Resource Disk that includes the exclusive "Hiring the Right Person Every Time" white paper, a copy of the EEOC guidelines relating to using assessments and testing for hiring, and sample psychometric assessment reports that meet the requirements of these guidelines.

FIVE KEY LEARNINGS FROM SESSION:

By the end of the program you will:

- 1.** Understand the 12 psychological components of "fit" that make the difference between good and outstanding employees.
- 2.** Know how to effectively use the power of modern psychology to evaluate, coach and motivate existing employees and managers.
- 3.** Know the five most common misrepresentations on resumes and how to detect them.
- 4.** Have discovered the seven characteristics of effective teams and how to build and adjust teams to maximize their efficiency.
- 5.** Have a working knowledge of EEOC guidelines regarding the use of assessments in the workplace.



TARGET AUDIENCE & EXPERTISE LEVEL:

This workshop is perfect for any one who interviews or hires any one – and has ever made a “bad” hire. And every one who wishes to retain great employees and keep them motivated and happy.

While hiring and management professionals on all levels will walk away with beneficial knowledge; this program can be customized to fit the audience specified by your organization.

SPEAKER BIOGRAPHY:

From the “dark side” of writing programs that teach your applicants how to “get the job they’ve always wanted” comes Paul Endress CPNLP of Maximum Advantage International. Who better to divulge the secrets of finding your way through their smoke and mirrors, than the man who has spent nearly two decades teaching your applicants how to create the illusions?

Paul Endress is a nationally recognized keynote speaker, presenter and expert in the areas of business-related communication and the use of psychology in hiring and retention. His expertise in these subjects is the result of a quarter century of entrepreneurial experience, a decade of research, and a number of certifications in related areas of psychology and linguistics.

During his business career Paul has started nine companies, including a successful golf-related project with Arnold Palmer and the creation of a top-ten-selling software program which was covered in the Wall Street Journal and other business publications. Paul is currently president and CEO of Maximum Advantage International.

By combining his training with research and real life business experience, Paul has developed a unique approach to solving the challenges of conducting business in the 21st Century. He has presented to thousands of HR, corporate and association professionals across the United States.

THE MAXIMUM ADVANTAGE PHILOSOPHY:

Maximum Advantage is a company with the mission of applying the disciplines of psychology and linguistics to the problems we all face in our business environment. This approach yields unique solutions that are easy to implement and that create lasting results for people and organizations.

Maximum Advantage works because it’s clear and fresh. It is not a rehash of the same techniques that have been used for decades. It will provide you with a firm foundation for enhanced communication, hiring, management, and retention strategies. It will give you the results you demand because we teach the “why” as well as the “how.”

Paul’s presentations are unique in that they explain how the human mind works and why people do the things they do. By the end of the program you will know how to seamlessly blend these skills into your daily routine both in the office and at home.

Your organizations specific interests and goals can be seamlessly embedded into the presentation to create your own unique, personalized event.