MEASURE SUCCESS
IN 12 MINUTES

PROFESSIONAL
LEARNING
INDICATOR
What is PLI?

The Professional Learning Indicator® is the simplest tool to assess cognitive abilities. A person’s cognitive abilities are a direct indicator of their capability to absorb new knowledge on-the-job. A high level of acquired job knowledge increases the probability of successful job performance.

PLI is the perfect tool to use prior to employing new people as it indicates the probability of success for the new employee on the team. The Professional Learning Indicator® measures a person’s level of general cognitive ability. It is not an IQ test; however it is related to common IQ tests.

THE PLI ASSESSMENT

Build a Smarter Organization
PLI enables you to identify candidates with a high potential for successful on-the-job performance. It is an essential component of any recruitment process and is an indicator of trainability for positions at all levels of your organization. It is a proven, practical, and reliable indicator of a person’s logic which helps you make sound people decisions with the best results for both the company and the talent on your team.

Individual Development
In North America, 60% of employees¹ are not engaged in the workplace. By using data-driven tools to select people with the natural abilities to succeed, we foster a workplace of employee engagement.

Supported. Proven. Smart.
The PLI has been scientifically validated. It is currently being used by leading best-in-class organizations that have benefited from data-driven decisions.

¹ Canadian Human Resources Centre
The Role of Cognition in Recruitment

The Professional Learning Indicator® produces the cognitive picture of an individual’s set of abilities and is highly combinable with quality normative psychometric systems (personality profiles). Personality profiles such as the Predictive Index® measure the work-related needs and motivational drives of an individual. An interview is no better than a coin toss. In fact, interviews and on-the-job performance have a very low correlation ($r = 0.1$).

Combining personality and cognitive assessments gives unparalleled insight into a current employee or candidate’s potential for success in any given position. Psychologists believe the two assessments in combination account for up to 40-60% of an individual’s predicted job performance.

HIRE THE WHOLE PERSON

Align cognitive ability with the demands of the job.

People who succeed in organizations have one thing in common: they meet the behavioural and cognitive demands of the role. Every position in every organization has a mix of demanded behaviours and cognitive complexity that serve as a model for success in the position.

- 31% of organizations have reported that the length of their recruitment process has led to the loss of potential recruits.¹
- 78% of resumes contain misleading and embellished information.²
- 53% of employers believe that the search for talent is becoming more and more competitive.

THE PLI WILL ALLOW YOU TO FIND SUCCESSFUL AND TALENTED CANDIDATES IN AN EVIDENCE-BASED PROCESS.

¹ Chartered Institute of Personnel and Development (CIPD) Resourcing and Talent Planning Survey (2012)
The Professional Learning Indicator® is able to measure trainability. With unique features, the PLI is not like other cognitive assessments.

- Relevant for both entry-level and advanced positions
- Dynamic web based tool
- Scientifically validated management tool
- Based on the most up-to-date science, with many years of practical experience
- Unbiased - not affected by the judgements that cloud traditional hiring decisions
- Available in over 60 languages including Canadian French
- A database which will help your organization keep track of information to establish benchmarks which are specific to your organization’s unique needs
- Access to high-level consulting from seasoned professionals who have helped many organizations solve complex people challenges

**WHAT CLIENTS SAY:**

“The PLI assessment has added another level of insight in effectively assessing our sales candidates. Given the complexities of the sales rep role within our organization, we need people who are highly trainable and able to distill a large amount of information in a short period of time.”

- JONATHAN ABRAMS, VP, REGIONAL SALES DIRECTOR GLOBAL EDUCATION, WILEY PUBLISHING GLOBAL -

“For us it’s all about hiring the right candidates, and I know that when I couple the PI and the PLI together, it helps me understand the candidate that I am trying to hire, how they process information and how they learn.”

- NANCY WATT, SALES TRAINING MANAGER, GORDON FOOD SERVICE -

“The PLI assessment is the most cost-efficient and practical way to turn that knowledge into a competitive advantage in day-to-day HR operations, using cognitive abilities as a solid datapoint when assessing individuals. It is easy to administer, takes only 12 minutes to complete, and is cheating-proof due to the unique contents of each test yet with 1-1 comparable results on all tests.”

- DR. THOMAS RASMUSSEN, VP ASSESSMENTS & PSYCHOMETRY ROYAL DUTCH SHELL -
What is Cognitive Ability?
Cognitive abilities are the brain-based skills we need to carry out tasks. They are the mechanisms of how we learn, remember, solve problems, and pay attention. PLI measures the rate at which a person will acquire new information, problem solve, absorb instructions, and function effectively with new data. PLI should not be confused with standard intelligence tests which profit from experience and simply measure a person’s capacity to comprehend knowledge.

The Science Behind It
It has been universally accepted among intelligence scientists that a unitary factor of cognitive ability exists called the g factor. PLI is a strong indicator of g. Research has shown that the higher the level of g, the higher the level of performance on the job. This correlation is present in all jobs and along dimensions of performance. The more complex the job, the higher the correlation between job performance and g.
Are you ready to take your company's performance to the next level?

We can help. For more information about The Predictive Index® System, Professional Learning Indicator®, Selling Skills Assessment Tool™, Leadership Transition Program™, Influence Skills Assessment Tool™, Customer-Focused Selling™, and Multi-Source Development Survey, please give us a call or visit www.predictivesuccess.com