



MINDSIGHTS SDN BHD

Company Profile



Mindsights

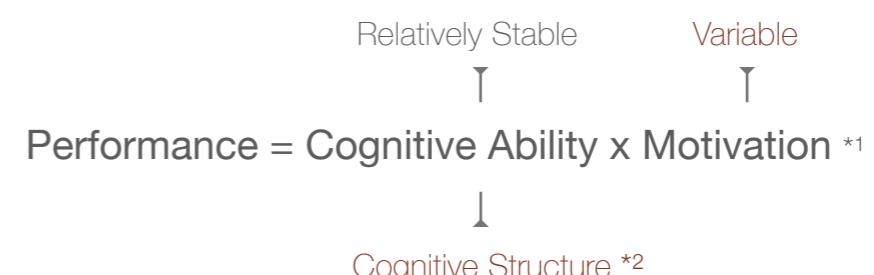




WHAT IS MOMENTUM ASSESSOR (MA)

Research has consistently shown that the most reliable predictor of performance at work is the multiplicative result of cognitive ability and motivation. Traditionally used methods in recruitment such as CV's, referees and interviews have also been proven to be poor lead indicators of future performance.

Mindsights has developed a cloud solution, Momentum Assessor (MA), based on modern cognitive science using computational linguistic techniques that enables employers to assess employees on cognitive structure and motivation.



*1 : Working Smarter and Harder: A Longitudinal Study of Managerial Success. Charles A. O'Reilly III
Stanford University, Jennifer A. Chatman University of California, Berkeley

*2 Cognitive Structure is fundamental to Cognitive Ability

OUR INNOVATIVE PRODUCTS

1

Pre-interview Recruitment Assessment

- ▶ The cost of wrong hire is estimated to be up to 15 times the salary of the employee plus the drain on resources in on-boarding and training.
- ▶ MA helps employers avoid these costly hiring mistakes with its online pre interview assessment of candidates for interview short listing. For short listed candidates the employer has the added option of downloading an applicant-specific interview guide based on the candidates assessment results.
- ▶ Each assessment is customisable based on the job role.
- ▶ The set up could be done by the employer through a client admin module, or as a paid service by Melia Anggun.
- ▶ MA is designed to be practical and simple for the employer. It is straight to the point and does not generate pages of report - in fact, it has no reports, but practical interview guides.
- ▶ MA Test Stations are also available at our office.

2

Employee Engagement and service

- ▶ Individual employees can better understand their performance at work by taking a MA assessment at any point in time.
- ▶ This is invaluable feedback for engagement at work.
- ▶ Together with performance metrics, MA provides employee-specific discussion guides on key areas for attention.
- ▶ Head of departments or Human Resource Managers have a better understanding of employees' work life balance.
- ▶ The MA service is cloud based hence scalable to any number of concurrent assessments.

3

Team Building and service

- ▶ In team building module, MA provides a overview of group performance of individuals in an organisation, department or team.
- ▶ It enables management to identify tender spots and take proactive action as well as understand the reasons why individuals perform or under perform.
- ▶ Company-specific Team Building guide could be provided upon request.
- ▶ Advanced analysis is charged on professional fee basis.

System Training Workshops and Seminars

System Training Workshops and Seminars will be provided upon request.



KEY DIFFERENTIATORS

1. Our results are immediately implementable

Unlike its personality-based competitors, MA does NOT generate pages of reports. Instead it focuses on giving key discussion points for the employer and respondent (candidate/employee) to discuss and clarify areas for understanding and action, customised to the results of the respondent.

2. Accurate predictor of performance

Research has established that the most reliable predictor of present and future performance (productivity) is effort applied to common sense. MA allows this to be measured at the individual, team, department or whole organisational basis giving both overviews of cold/hot spots of performance as well as granularity at the individual level.

3. Hiring on Desired Criteria

Most psychometrics tools or platforms do not offer clients the flexibility of hiring based on their desired criteria for the company's job positions. Business Owners and Hiring Managers get to decide on it.

4. Tracks productivity over time

Unlike personality traits, a person's productivity changes over time, situations and circumstances. Change a person's boss and productivity may change dramatically. MA gives a dashboard of productivity tracking for management to proactively help its employees work more productively and engaged.

5. Accessible

MA could be accessed on the cloud, through a private instance, or even using pen and paper. It has a management module for the employer to self manage. MA also offers managed services for employers who prefer not to self manage the process.

6. Affordable to small and large businesses

MA is affordable for small businesses as well as large ones that want to extend MA to several thousand employees.



MA UNIQUENESS

Employ Common Sense for Performance.

- ▶ MA is not a personality, IQ test or personality profiling tool. It is safe to say that all the products in the space today are a mix of personality based testing and IQ assessments. But MA is based on coping theory in the cognitive science space. MA measures how a person is coping with the demands at current work regardless of personality traits.
- ▶ MA is language and culture independent - All tests in the market uses a predetermined battery of questions for the respondent to rate. This approach has to be adjusted for language and cultural appropriateness and hence suffer inherent biases at cross cultural applications. But all input for assessment by MA is 100% written and self rated by the respondent using any language or script. It is the only talent assessment system that uses this unique approach.
- ▶ MA is practical - MA does not generate pages of reports which makes scalable implementation a huge barrier encountered by players in the market place. Instead, MA produces interview and discussion guides for immediate implementation and use by an employer, employee or superior with the subordinate. It is instantly implementable.
- ▶ MA is easily customisable - Any job role can be customised into the MA criteria settings in order to deliver the most relevant results and metrics.



HOW IT WORKS

- ▶ Depending on seniority of each role, different dimensions will be set.
- ▶ All assessment or team survey should not take more than 30 mins for each respondent to complete.
- ▶ Respondents will be expecting to receive invitation via emails.
- ▶ All data input by respondents are kept strictly private and confidential. Assessments and Survey will be conducted via encrypted and secured site.
- ▶ Continuous research and development, lead by Computational Linguistics Professor R. Reilly from the National University of Ireland, Maynooth. Team members are Dr N K Lee, Dr C H Bong, David Lo, Fareed Abdul Ghani and Ruby Chia.