

APTMetrics Celebrates 25 Years in Business!

January 2020 not only welcomes a new year, but it also marks **APTMetrics' twenty-fifth anniversary of being in business!**

Twenty-five years ago, founders Dr. Kathleen K. Lundquist, President and CEO, and Dr. John C. Scott, COO, (along with Dr. John C. Curtis, Jr., and Amy S. Bennett) flexed their entrepreneurial muscles and made the giant leap of starting their own human resources consulting firm.

In 1995, the officially registered name of the business was Applied Psychological Techniques, Inc.—and it still is today. It was many years later that our moniker morphed into our very-strategic “doing business as” name, **APTMetrics**. The story of how the company came to be named is the stuff of legend. Many people are unaware that Atlanta-based employment attorney R. Lawrence Ashe, Jr., contributed to the naming of the firm by suggesting the acronym “APT,” which stands for what we measure—aptitude.

APT's first employee was Julie Sorensen who was hired in September 1995. Her unofficial title then was “assistant in the everything department.” Today, she is the senior manager of our product solutions department.

Those first days, months and years on Third Street in Stamford, CT, and later on the Post Road in Darien, CT, were comprised of many more acts of strength, agility and faith—from working long days to eating on box tops to sharing offices, desks, chairs and equipment. But, with some herculean effort, the passing of time and many, many satisfied clients, APT became a robust concern and continued to grow.

In 2000, the firm opened offices in Chicago and Atlanta. In 2002, the firm was certified as a Women's Business Enterprise by the Women's Business Enterprise National Council—and it still is today.

Around that time, we began competing for and winning industry awards. The first was HR Executive magazine's “Ten Best HR Products” award for **360Metrics**[®], our Web-based, multi-source feedback system. We also built an internal software development function in the DC area. After the development of the very-successful **360Metrics**, our team went on to create the **SelectionMetrics**[®] platform (now in its 12th version) which we use today to host client assessments.





In time, many more awards would follow. Most notably, we were co-awarded the 2017 gold medal in the Brandon Hall Group's Excellence Awards for Talent Management in partnership with our client, PepsiCo, for work conducted by our consultants and PepsiCo in support of their Global Leadership Assessment and Development (LeAD) program. And, in 2018, PepsiCo was awarded a 2018 Human Resource Management Impact Award for LeAD. Our collaboration with PepsiCo in this innovative initiative has helped the company identify and develop internal talent and focus on the future capabilities needed for success.

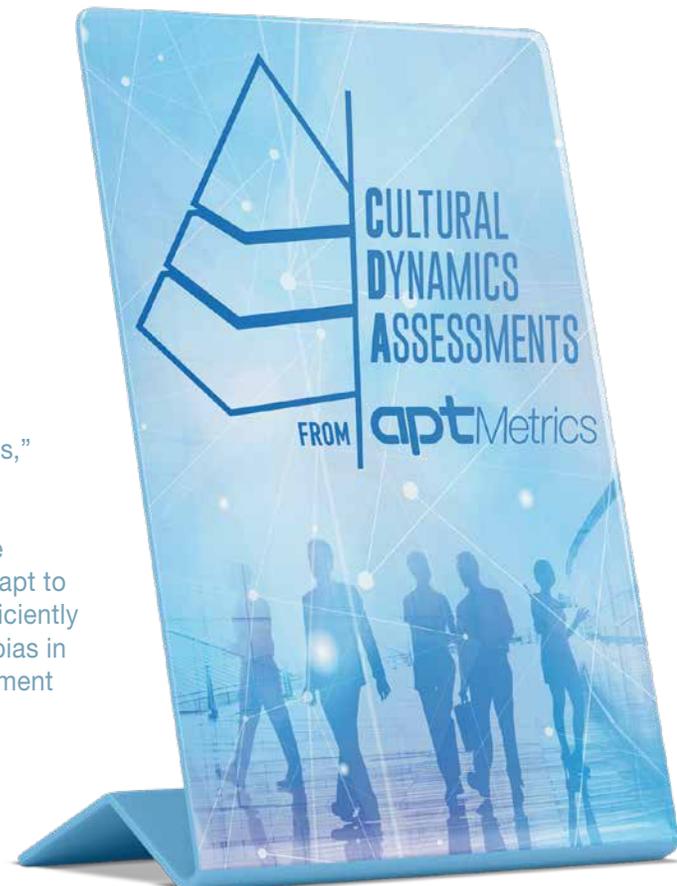
Today, *APTMetrics* employs 70 people (some are former clients and several former "APTers" are/have been our clients). Of this group, 43 percent work remotely. And more than half of our staff, 41 people, are consulting industrial-organizational (I-O) psychologists. The remaining group of 29 is comprised of strategically ever-advancing administrative, HR, finance, sales, marketing and IT professionals...with more on the way!

To date, APT has implemented HR consulting solutions for 52 Fortune® 100 corporations. We have conducted almost 20MM assessments and continue to expand in the areas of leadership assessment and development, hiring and promotion, litigation support and risk reduction, and talent management. As we enter our 26th year in business, we enjoy an unrivaled reputation for excellence in the I-O and legal communities and we look forward to our continued growth and success. We are determined not to rest on our laurels, but to build on them.

***APTMetrics* Debuts Cultural Dynamics Assessment Solution**

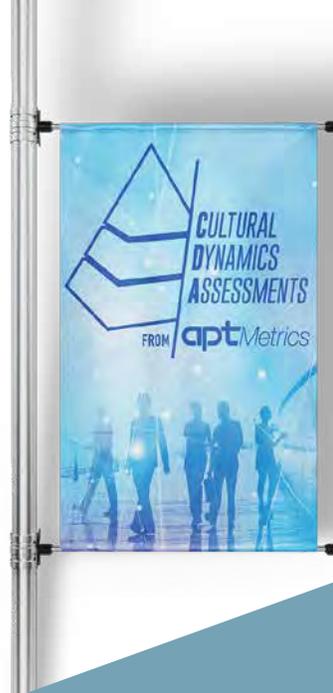
APTMetrics introduced the Cultural Dynamics Assessment (CDA) tool at the Society for Industrial and Organizational Psychology's (SIOP) 2019 Leading Edge Consortium, "Advancing the Edge: Assessment for the 2020s," held in Atlanta in October.

The CDA tool uses unique cultural measurement dimensions and multiple delivery platforms to efficiently identify candidates who will align with, adapt to and shape current corporate cultures. This tool enables employers to: efficiently sort through high volumes of candidates objectively and fairly; minimize bias in hiring; provide candidates with a highly engaging and informative assessment experience; and impact the bottom line through reduced turnover and improved team performance.



“Candidates will truly enjoy this highly engaging, front-end screening tool that leverages immersive technology to measure essential, job-related characteristics,” said APTMetrics’ John Scott. “The CDA system also allows organizations to present a realistic job preview while gaining valuable, psychometrically sound information for making selection decisions,” he said.

Additionally, the fifteen- to thirty-minute CDA assessments feature: customizable and engaging graphical storylines that allow employers to learn about candidates, while candidates also learn about the organization; flexible measurement constructs that can be adapted across multiple job levels or for specific roles; mobile-optimized content that results in detailed feedback reports for selection, onboarding and development. *For more information visit APTMetrics.com.*



Pictured below is Dr. John C. Scott.



APTMetrics’ John Scott Receives SIOPI’s Annual Humanitarian Award

We are delighted to share that our COO, Dr. John C. Scott, was recently honored with the 2019 Humanitarian Award from SIOPI. The annual award is given in recognition of a SIOPI member who has made sustained, significant, and outstanding humanitarian contributions related to I-O psychology.

Dr. Scott has been a driving force in the pursuit, creation and development of a partnership between SIOPI and the United Nations (UN) over the past decade. With SIOPI’s Special Consultative Status, SIOPI can now provide direct support to the UN, particularly its 17 Sustainable Development Goals which include eradicating poverty, hunger and social inequalities through global efforts relating to increasing access to decent work and living wages.

Dr. Scott was crucial to the development of the initial SIOPI UN Team Charter and instrumental in the development of the UN team. A founding member of the Psychology Coalition at the United Nations, he has authored and coauthored numerous articles and presentations on applying I-O expertise to UN mandates. His efforts and achievements have provided the means for SIOPI members to engage directly in humanitarian efforts.

John Scott was presented with the award during the opening plenary of the 34th Annual SIOPI Conference which was held at Washington DC/National Harbor in April.

We at APT congratulate John for this prestigious recognition and remain in awe of his dedication and accomplishments!

JobMetrics®



Introducing JobMetrics 2.0

A newly designed and expanded version of our foundational job analysis survey platform, JobMetrics, was successfully launched in October. Built upon APTMetrics' rigorous approach to job analysis, this new system offers a powerful suite of tools and capabilities that are designed to meet the unique needs of job analysis. Our strategic approach to large-scale job

analysis design, combined with a laser focus on the user experience, ensures both quality and efficiency. In addition, advanced tools enable our project staff to quickly and easily set up and administer large volumes of custom surveys. We look forward to expanding the core capabilities of this dynamic tool in 2020!

JobMetrics 2.0 Features:

- A survey design and rater experience that reflect APT's rigorous approach to job analysis and focus on a greater user experience
- A clear view of survey assignments for each rater via a personal account page
- Tools and on-demand reports that enable administrative users to monitor survey progress, add new raters mid-stream, or add/change survey assignments
- Tools to download both raw data and survey counts by job
- Mobile compatibility via a responsive Web design, which means a greater user experience on any device
- Supporting tools to ensure quality, including automated flagging of unintended duplicate items



With Our Compliments:

For a complimentary copy of APTMetrics' new research article, "Survival Guide to the Bright Shiny Trends in Talent Acquisition," send an email request to TalentSolutions@APTMetrics.com.



Leader Assessment & Development | Litigation Support & Risk Reduction | Hiring & Promotion | Talent Management

One Thorndal Circle, Second Floor, Darien, CT 06820 | Tel. (203) 655-7779 | Email: TalentSolutions@APTMetrics.com | www.APTMetrics.com