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## ScientificSelection.com Media Kit

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## About ScientificSelection.com

### ***Most companies spend more time and money to buy a \$5000 copier than to hire a \$50,000 employee***

Everyone knows there's a better way to hire, promote and direct employees. It's based on hard facts instead of "gut-feelings" and half-baked "performance factors". It's a science. But because science isn't easy, many companies still use interviews, dodgy data, and old-fashioned voodoo. We're here to help.

ScientificSelection works with both organizations and test providers to develop solid methods to screen, hire, measure, direct, and promote. We help define the needs, design the systems, do the math, and deliver results. Our approach is aggressively quantitative. Our methods are as varied as the clients we work with, but they're always rigorously thought out and professionally validated. The results speak for themselves: ***doubled productivity, reduced turnover, shorter training, and EEOC credibility.***

### **Human performance = Organization performance**

It's that simple. Significant, measurable ROI and ***long-term profitability*** through:

- Increased employee productivity
- Reduced turnover
- Decreased training
- Legal credibility
- Employee-manager clarity
- Training and promoting the right people

### **Science, not snake oil**

Guesswork and mythology has no place in best-practice HR. We start out by examining positions and clarifying critical job competencies – not vague descriptors, but ***measurable*** characteristics associated with high and low performance. We then assemble and validate independently researched and proven assessment tools. Finally, we coach clients to use the tools effectively.

For third-party vendors who market tests, our development approach is every bit as effective and validated as the work we do for organizations– developing no-nonsense products that deliver bottom-line results for clients.

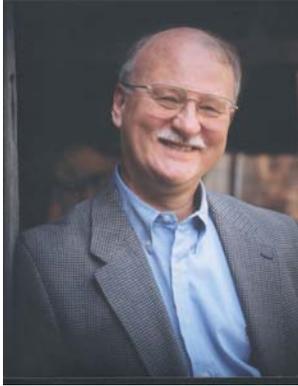
In all our work, we follow our conviction that ***human performance is a science*** – at least when done correctly. Our solutions work because they're based on real, relevant data, tested for accuracy, and tailored to each organization's specific needs. The benefits are just as predictable: stable, satisfied employees generating increased profitability.

### **Good enough for Government work**

In a rare twist of fate, the Department of Labor's Uniform Guidelines on Employee Selection Procedures don't just lay down the law on screening rules – they also ***represent best practices.*** While many organizations understand the Guidelines dimly at best, we're experts, and we're staunch advocates for EEOC-recommended procedures. We've found they promote sound, effective HR practices, as well as legal compliance. Let us show your organization how to deliver them.

## Leadership Team

### R. Wendell Williams, Ph.D. – Managing Director



Dr. R. Wendell Williams, founder and managing director of ScientificSelection.com, LLC, is a recognized leader in industrial psychology. A self-professed “test geek,” he specializes in quantitatively robust solutions to screening, testing, and assessment issues. In addition to B.S.I.M., MBA, M.S., and Ph.D. degrees and membership in numerous academic societies, Wendell brings decades of real-world wisdom to our work based on his experiences both as an executive and manager inside major companies and as a consultant.

Dr. Williams is a prolific author, speaker, and online presence in his field. The modern day Mark Twain of industrial psychology, he’s: opinionated, funny, forceful, often gently sarcastic, and always ready with a moral to every story. In addition to supplying earthy wisdom, Wendell holds fast to a modern doctrine of scientific rigor. “If it ain’t quantitatively validated, don’t do it.” His voice is among the most prominent in the profession, cajoling and badgering colleagues to dethrone sacred cows and rethink wrongly-held beliefs.

His website is [www.ScientificSelection.com](http://www.ScientificSelection.com). Email: [www@ScientificSelection.com](mailto:www@ScientificSelection.com). Phone: 770-792-6857.

Dr. Williams is available for expert opinions and article contributions.

## PUBLICATIONS

- Using Personality Traits to Predict the Criterion Space
- Correlations Between Optimism, Achievement And Production Among Stockbrokers
- PCAI Magazine – Hiring the Best Candidates at a Lower Cost
- Employment Management Today – Heading Off Turnover at the Pass
- Citations: Harvard Business Review, HR Magazine, Résumés for Dummies, Training Magazine, CareerXRoads

## PROFESSIONAL MEMBERSHIPS

- American Psychological Association
- The Society of Industrial and Organizational Psychologists
- Association of Test Publishers

## **CASE STUDY - Hallmark**

Like many organizations, world famous greeting card giant Hallmark, Inc. headquartered in Kansas City, faces recruiting challenges with their workforce – particularly those on the front lines of customer service and inside sales.

In 2002 they had come to the conclusion they needed to improve their selection process. According to Corporate Staffing Director Tim Moran, he had read several articles in the Electronic Recruiting News that made a lot of sense to him and seemed to speak to his needs. Authored by industrial psychologist Dr. Wendell Williams, Managing Director of ScientificSelection.com out of Atlanta, GA, the content of articles was around validated assessment systems that increased organizational performance.

“Every time I read them I was impressed by the practical nature of how he spoke about validity and results. The more I read, the more I became interested in his work. Our customer service and inside sales department wanted to initiate personality testing in the hiring process, but I knew from reading Dr. William’s work there were issues with this type of testing. So Wendell came out to talk about an assessment system and EEOC requirements. He presented to the staffing group, to line managers and to our legal department. Everyone understood what he was saying and liked it, so we decided to pilot a new systematic approach to finding just the right people to join our Customer Solutions organization.”

In early 2003, Dr. Williams spent time at Hallmark building the assessment system and training staffing team members in running the program. This allowed Hallmark to do the testing themselves, administering a comprehensive test system including cognitive, simulation, behavior-based interviewing, keyboarding (practical), and motivational fit.

Although Hallmark’s hiring needs have not been as high as their peak a few years ago, they are still using the system two years later and continue to measure results.

“We were happy we sought help from Dr. Williams”, stated Mr. Moran, “He is practical, smart, competent, and has a lot of years of experience. He’s particularly a good teacher, breaking things down so that everyone understands concepts. Very down to earth.”

Tim adds, “My opinion is pre-employment assessment tools if used properly can provide insight into candidates that you may not get from using behavior based interviews. We believe it gives you a higher probability of success, but not an absolute guarantee. We are still in the pilot stage but think the performance results from our new hires will validate the assessment approach.”

Hallmark intends to continue with the testing program and will potentially expand to other functional areas in the organization in the future.

For more detail on this case study, contact Dr. Wendell Williams at 770-792-6857 or [rww@ScientificSelection.com](mailto:rww@ScientificSelection.com)

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## **Case Study – Wentworth Recruiting**

### **From the Inside Out**

#### ***Building Recruiting Tools for a Recruiting Firm – and Its Clients***

Wentworth Recruiting promises “Uncommonly excellent recruiting at a very reasonable price.” And they deliver: For more than 350 clients, 97% of their assignments were concluded successfully, and 96% on time, across virtually every discipline and industry.

To produce such impressive results cost-effectively took a highly disciplined, efficient process. To improve on their success, they wanted to make the system even better.

Wentworth hired ScientificSelection.com to build a more rigorous, test-based approach to screening and assessment. Dr. Wendell Williams, the company’s founder and a well-known assessment expert, recommended a comprehensive selection system based on the Attitudes, Interests, and Motivations (AIMS) tests. These assessment tools reveal often-hidden characteristics that research consistently links with job fit and performance.

### **Staffing up**

The initial engagement was internal, helping Wentworth staff its own organization. “First we ran everybody through the test,” says founder John Wentworth. “Then Wendell showed us how to use the results to create a detailed profile of the ideal top-performer, so we could measure candidates against it.”

As the recession ended and companies resumed recruiting, the firm grew rapidly from 9 to 22 professionals, almost all new candidates were assessed using the test package. Every recruiter who was hired using the tests is still on the job and doing well. The real proof of the system is in who’s *not* there. During a crunch time, two new hires were quickly brought on without going through the process. Both were gone within a week.

### **Reaching out**

Based on the success of their own experience, Wentworth decided to give their clients the benefit of ScientificSelection.com’s expertise and assessment tools. One key client was a major automotive retail firm. In their first round of recruiting work for them, Wentworth had seen a fairly typical turnover rate of 31% in the first year. In their second engagement, by applying a new methodology, they brought the rate down to 9%.

Interestingly, the AIMS tests weren’t a formal part of the screening process. Instead, they were used with current employees to reveal a radically new picture of the job profile. “These were front-line people who work with clients, and everyone thought the ideal candidate was a typical high-powered, full-on sales type,” Wentworth recalls. “When we ran everyone through the test, it turned out the top performers were helpers, really intuitive, service-oriented individuals. Wendell completely changed how we looked at candidates.”

### **Fact vs. Fiction**

ScientificSelection.com also identified a serious gap between the field managers’ hiring decisions and those of the HR specialists. “Wendell’s work showed a big divide between the managers



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instincts and the real performance and turnover numbers. It was a classic case of fact against fiction.”

This is business as usual for Dr. Williams, whose core belief is that *selection is science*, at least when it’s done right. Replacing cherished beliefs with hard facts is his stock in trade. “Wendell’s got a big personality, and frankly, sometimes he can be a pain in the neck. But you should just listen to the man, because *he’s right*,” says Wentworth. “I owe a lot to him. He’s been incredibly kind and generous, not just in the work he’s done, but in what he’s taught me about the science of assessment.”

For more detail on this case study, contact Dr. Wendell Williams at 770-792-6857 or [rww@ScientificSelection.com](mailto:rww@ScientificSelection.com)

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## **Case Study: Acadian Ambulance Service**

### **Getting a New Hiring System Off the Ground**

#### ***Helping Acadian Ambulance Find the Right People for One of the Toughest Jobs on Land or Sea***

Acadian Ambulance needed to bring its hiring practices up to speed with its success. As one of the largest emergency medical service companies in the nation, Acadian had grown to serve 3.4 million people, plus up to 80 offshore oilrigs deep in the Gulf of Mexico. But according to Joe Lightfoot, Acadian's VP of HR, "employee turnover was too high, 25-26% on the ground and 50% offshore. That 50% was eating our lunch."

Their growth was part of their problem. By 2001 Acadian had expanded to 2000 employees spread across much of Louisiana and Mississippi, operating 200 ambulances, seven helicopters and three fixed-wing aircraft. But their hiring practices hadn't caught up: There was still very little structure, and much of their screening was based on no more than gut instinct. With the company now hiring from 300-400 employees a year they needed a better way to manage the process.

### **Offshore challenges**

Finding the right people to meet Acadia's offshore commitments was particularly difficult. These employees typically work for two weeks straight in the cramped, dangerous environment of an oil platform, then take two weeks off. "You're way out in the Gulf, and that takes its toll," says Lightfoot. But surprisingly, the stress and isolation aren't always the problem. "Because they're the only medical staff out there, they tend to serve as health and safety officers and do a lot of office work. That's hard on ambulance people."

Chief Medical Officer Ross Judice was also virtually running HR at the time. He realized that Acadian needed a more objective, consistent method for hiring, both to decrease turnover and to ensure better legal compliance. To build a better system, he turned to longtime colleague Dr. Wendell Williams and his consulting firm ScientificSelection.com, LLC.

### **The complete package**

Dr. Williams recommended a full-scale redesign of Acadian's screening procedures, expanding the process for each candidate from one hour to three. The new system includes the Attitudes, Interests, and Motivations (AIMS) profile tests, a comprehensive behavior-based interview package, and a role-playing scenario designed to reveal how candidates handle interpersonal challenges on the job.

Each element was customized for both ground and offshore positions. ScientificSelection tested the screening techniques extensively on current employees to validate the process and make adjustments. Merely getting the far-flung offshore employees to take the tests was a challenge in itself.

The behavior-based interview process in particular was new to Acadian, and is relatively new to the industry as well. The idea took some getting used to – for their HR staff as well as their employees and applicants. But the company has found it very useful, especially the role playing, which on Dr. Williams advice is based on a work scenario unrelated to emergency



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medical services. According to Lightfoot, "Taking people out of the EMT context tells us a lot about them at a basic level. It provides a lot of great insights."

### **Measuring success**

Two years after implementation of the new screening process Acadian has seen dramatic results: their offshore turnover rate has dropped from 50% to 25%, which they attribute directly to finding candidates with a better fit for the offshore environment. On the ground their turnover has gone as low as 16%. In an industry with a largely young and highly mobile workforce, that result may be just as impressive.

Besides the advantages of the new system, Lightfoot attributes some of the program's success to Dr. Williams' high level of personal commitment. "Wendell is very, very persistent. I like that. It's a polite persistence, but you just know he's never going to go away until the job gets done. In our busy environment, it's very helpful that he keeps after us."

For more detail on this case study, contact Dr. Wendell Williams at 770-792-6857 or [rww@ScientificSelection.com](mailto:rww@ScientificSelection.com)

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## **PARTIAL CLIENT LIST**

The following client list represents some clients and projects delivered. All projects involved one or more of the basic elements of industrial psychology; namely, understanding the job, custom exercise development, tailoring measurement tools, validation, implementation, general consulting, training, performance management, and multi-rater feedback.

### **ScientificSelection**

- *Hallmark*
- *Accenture*
- *Dow Corning*
- *Caterpillar*
- *Credit Suisse*
- *Jetson Direct Mail*
- *State of Georgia*
- *Acadian Air Med and Ambulance Service*
- *Sykes Enterprises*
- *Synfusion*
- *University of Missouri*
- *Monster.com*
- *ReviewNet*
- *Taleo*
- *TRC Staffing*
- *The Wentworth Company*
- *Bell Federal Credit Union*
- *Thunderpointe*
- *FurstPerson*
- *Accuhire*
- *Sun Financial*
- *Brainbench*
- *Astra Solutions*
- *Southern Growth Policies Board*
- *The Browning Group*
- *Nicholson and Company*
- *RecruitSoft*

### **Past projects**

- *Polaroid*
- *Mercedes*
- *Union Carbide*
- *NCR*
- *Pitney Bowes*
- *Ashland Chemical*
- *Dow Corning*
- *Gillette South America*
- *GM Luxury Car Division*
- *Boise Cascade*
- *Fluor Daniel*
- *Buick*
- *Gulfstream Aviation*
- *Mitsubishi Caterpillar*
- *Phelps Dodge*
- *Nebraska Public Power*
- *Cincinnati Gas and Electric*
- *Pennsylvania Public Power*
- *Public Service Electric and Gas*
- *Wachovia Bank*
- *National Westminster Bank*
- *Mellon Bank*
- *Thai Farmers Bank*
- *Federal Reserve Bank of Chicago*
- *Merrill Lynch*
- *Coca Cola*
- *RR Donnelley*
- *Thomson Publications*
- *Moore Business Forms*
- *US Sprint*
- *Northern Telecom*
- *Lincoln Telephone*
- *Bell Canada*
- *Malaysia Telephone*
- *East Alabama Medical Center*
- *York County Hospital*
- *Multicare Nursing Homes*
- *Lancaster Laboratories*
- *Life Technologies*
- *Johnson & Johnson*
- *SmithKline Beecham*
- *Merck Pharmaceuticals*
- *TAP Pharmaceuticals*
- *Abbott Pharmaceuticals*
- *US Postal Service*
- *Venture Stores*
- *Hills*
- *Pace Warehouse*
- *Valvoline*
- *Weyerhaeuser*
- *Long Island Savings Bank*
- *Motts USA*



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*For Immediate Release*

**Measuring success: ScientificSelection.com chooses MarketUP to deliver marketing results.**

*Leading human performance assessment firm finds a like-minded partner to help build visibility and expand their practice.*

Atlanta, GA – February 14, 2005. ScientificSelection.com, a human resources consulting firm specializing in testing and assessment, has chosen MarketUP as its partner for marketing and communications.

Founded by Dr. R. Wendell Williams, a prolific author and Ph.D. in industrial psychology takes a highly disciplined, quantitative approach to selection, development and performance management. ScientificSelection.com chose MarketUP as much for their similar philosophy – a commitment to testing and tuning the effectiveness of marketing programs – as for their demonstrated expertise in the organizational development field.

Dr. Williams established Scientific Solutions on the principle that “selection is a science” – at least, when done correctly. They believe that human performance can be measured and predicted, accurately and reliably. Their consulting methodology helps their clients do so. Using a battery of proven assessment tools, they identify appropriate job competencies, build and validate a measurement system to find people, and coach organizations to use the system effectively.

According to Dr. Williams, “Developing validated tests, assessments or hiring systems is not just about filling slots. What I really focus on is the larger picture of **organizational performance**. The only thing that can reliably increase an organization’s productivity – and its long-term profitability – is the consistent application of accurate, quantitative performance measurement of the people doing the work. Anything else is snake oil.”

He was equally particular when considering a marketing partner. “I was looking for someone who did not begin every conversation with ‘our methodology...’, or ‘in my experience...’ That doesn’t speak to understanding what I do or the market. Can you measure what you do? Does it work? I found that only MarketUP was on the same wavelength.”

MarketUP founder and president Donna Lehman agrees. “We’ve always been very much on the ‘scientific’ end of the marketing spectrum. We test, look at the numbers, tweak, and move on. We quantify our results. And while we don’t push a methodology or rely solely on experience, it doesn’t hurt that we have a significant track record in working with HR/Assessment companies.”

The partnership has several projects lined up for the near future. While Dr. Williams is already a well-regarded expert in his field and his articles appear regularly in the Electronic Recruiting Exchange, Training Magazine, and Employment Management Today, there are



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many untapped channels open for MarketUP to reach, including expansion within the third-party test provider space. A regular opt-in newsletter is being revised and re-launched to raise visibility and expand ScientificSelection.com's referral network.

"We look forward to a collaborative partnership that will bring Wendell's firm the recognition and expanded business opportunities they're seeking." Stated Ms. Lehman. "In several recent conversations I've had with their clients and partners I've heard great testimonials to Dr. Williams' flexibility, expertise and work ethic. This is a solid organization and deserves to have the word spread."

**About ScientificSelection.com**  
**[www.scientificselection.com](http://www.scientificselection.com)**

ScientificSelection.com works with client organizations and third-party test providers to develop solid processes to screen, hire, measure, and promote people more successfully. Their approach is rigorously quantitative, their methods are objectively validated, and their results include dramatic improvements in productivity and profitability. The firm's founder and managing director is Dr. R. Wendell Williams, a respected leader in industrial psychology, prolific author, experienced practitioner, and self-described "test geek."

**About MarketUP**

MarketUP provides strategy consulting and a range of online and offline marketing services. They focus primarily on small, high-growth companies in the B-2-B sector, with particular expertise in human capital management, financial services, and technology.

Any individual or organization interested in enhancing their marketing effectiveness can learn more by visiting [www.market-up.com](http://www.market-up.com), or by contacting Donna Lehman directly at (510) 525-1474 or [dlehman@market-up.com](mailto:dlehman@market-up.com).

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