

# EASI

---

## KNOW EXACTLY WHAT DRIVES YOUR PEOPLE AND LEVERAGE THE POWER OF DIVERSITY

**DATA-DRIVEN ANALYSIS OF EMPLOYEE MOTIVATION AND BEHAVIOUR IS KEY TO HIGH-IMPACT TALENT MANAGEMENT AND TARGETED TEAM DEVELOPMENT**

- + *Identify personality and drivers of existing employees and teams*
- + *Establish a common language for people-related issues*
- + *Assess, tune and build winning teams and internal effectiveness*
- + *Turn human idiosyncrasies into beneficial dynamics and commercial success*





# DO YOU KNOW HOW TO TURN DIFFERENCES INTO EFFECTIVE DYNAMICS AND COMMERCIAL SUCCESS?

*EASI makes it easy to understand what drives your people and creates balanced, well-functioning and high-performing teams and nurture leadership.*



## DIVERSITY IS FINALLY A REAL BUSINESS ADVANTAGE

Most employees interact with and rely on colleagues either in team collaborations, digital networks or other set-ups across geographical and cultural borders. This makes the task of ensuring optimal working conditions more than difficult for line managers and HR professionals. If you have ever tried to align expectations and define "success" with people that have no common language to express what makes them excited, thrilled or stressed, you know what we are talking about.

Personality testing and evaluation with EASI is the logical move for organisations that want to build decisions on the objective strength of data. 64 + 64 questions and a unique algorithm create a better understanding of employee communication, work relational challenges, personality-behaviour correlation, change management issues and much, much more. Realizing what factors count as e.g. motivating, valuable or stressful – on individual as well as on team level – is a big step forward for most managers with people responsibilities.

### HOW DO YOU MOTIVATE YOUR SUPPORTERS, ENTHUSIASTS, ANALYSTS AND IMPLEMENTERS?

Don't know how to answer that question? Try EASI. This typology test reveals what psychological traits make your employees and teams tick. Some are Enthusiasts and Implementers, who love to come up with new solutions and execute them. Others are Supporters or Analysts, who thrive when they can focus their energy on helping others or get to the bottom of their own tasks.

There is no right or wrong. But there are right or wrong ways to approach, engage, lead and treat employees. EASI gives you and your teams the words to talk about people-related situations at work. This results in new agreements and smart ways to ensure efficient usage of both potential and resources.

### TRUST THE FACTS

Master International creates digital HR solutions that help companies draw strength from their HR data.

### WHAT IS EASI?

- + Objective personality testing for all learning and development purposes
- + A hands-on tool and a new language to meet day-to-day relationship-based challenges
- + Precise data on employee behaviour, employee motivation and the gap between the two
- + A crisp, visual overview of employees' current level of work satisfaction

### WHY EASI?

Because communication is not just about what is said, but about what is understood. Answering EASI's 64 + 64 questions only takes 15 minutes. As the responsible people manager or HR professional you will soon have in-depth intel about what kind of challenges suit your different teams and employees.

- + Target workforce planning and eliminate luck in successful people management
- + Make the most of your organisational diversity
- + Create and manage dynamic teams based on personality facts rather than hunches
- + Ensure efficient, uniquely targeted talent management

*"Knowing what drives our people and teams is a far more reliable approach to project management than crossing your fingers and hoping things will work out. We've increased employee satisfaction by 28% because of EASI."*

EASI is one of many solutions available on the Master People Platform. Master People Platform brings all of your assessment tasks together in a unified, efficient workflow.