

Link People and Results

Measuring What Matters

Benchmarking for Growth

Planning Strategies for Change

Surveying for Smarter Results

Evaluating Training for Impact

Thought-provoking Workshops

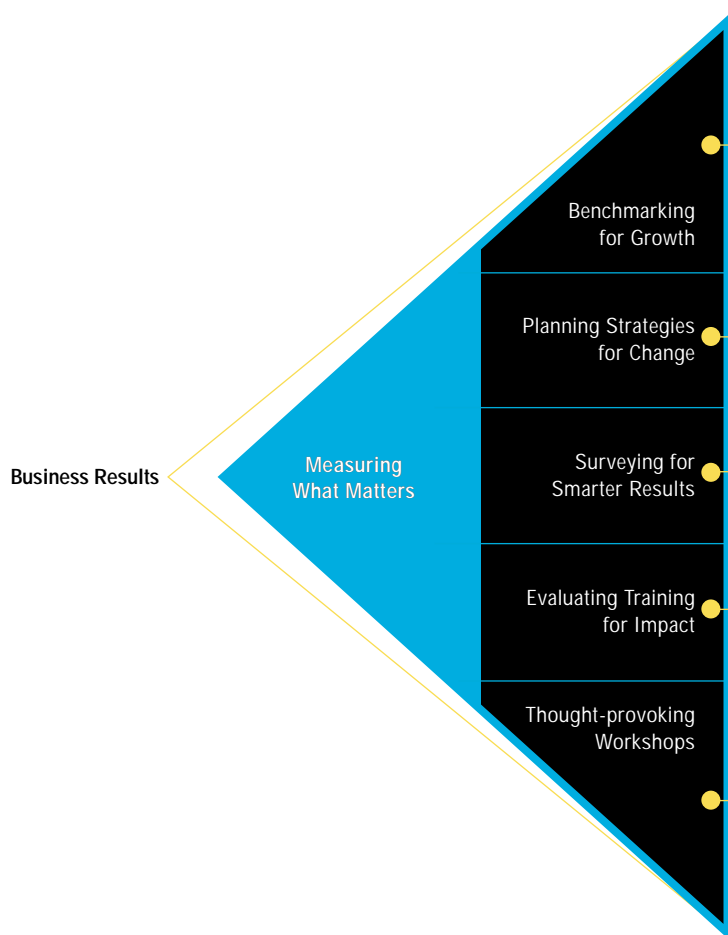


Helping You Get Serious About Human Capital Management

"McBassi's measurement methodologies helped us to develop a clear road-map for improving business results."

Larry Costello
Senior Vice President, HR
American Standard

McBassi Services



How Clear is Your Vision ?

When it comes to burning issues, building a high-performance organization is close to the top of every CEO's list. The challenge comes in relentlessly focusing on the right drivers of performance. Too few companies have a clear vision for how best to manage their most critical asset - people - to achieve desired outcomes. With a solid track record and recognized research breakthroughs, McBassi & Company offers the services you need to reliably and verifiably increase your return on people.

Measuring What Matters

When you need a measurement system that links your work environment to your business outcomes, our expertise and proprietary tools are unparalleled. We either use measures that you already have (perhaps from a culture or employee satisfaction survey), or help you create the measures you need. Our flagship assessment tool, the HCC Scorecard is more than illuminating, it is predictive. In every case, we'll help you figure out the measures that matter and those that don't - so you can focus on improving business results.

When you need to know how your strategy, people practices and business results stack up to others, we can help you. We're experts at benchmark analysis and can design a benchmarking process to arm you with information and insights that help you compete effectively in your industry.

When you need to develop a business case for investing in your people, we have the expertise and processes to make it compelling. We'll help you lay out a strategic plan and a credible economic analysis that focus on the burning issues that your executives care about.

When you want to know more than your current surveys tell you, we can help you implement smarter ones. We customize a base tool, proven to uncover all the factors that lead to engaged employees who are driving successful organizational results.

When you want to know if your investments in training and development are paying off, we can help you with smart, efficient approaches to evaluating individual interventions or overall programs for knowledge management and staff/leadership development.

When you want to broaden awareness or catalyze action with specialized sessions, or workshops, McBassi principals are experienced facilitators and leading experts on issues related to human capital measurement, links between people and profits, and the impact of work and learning environments.

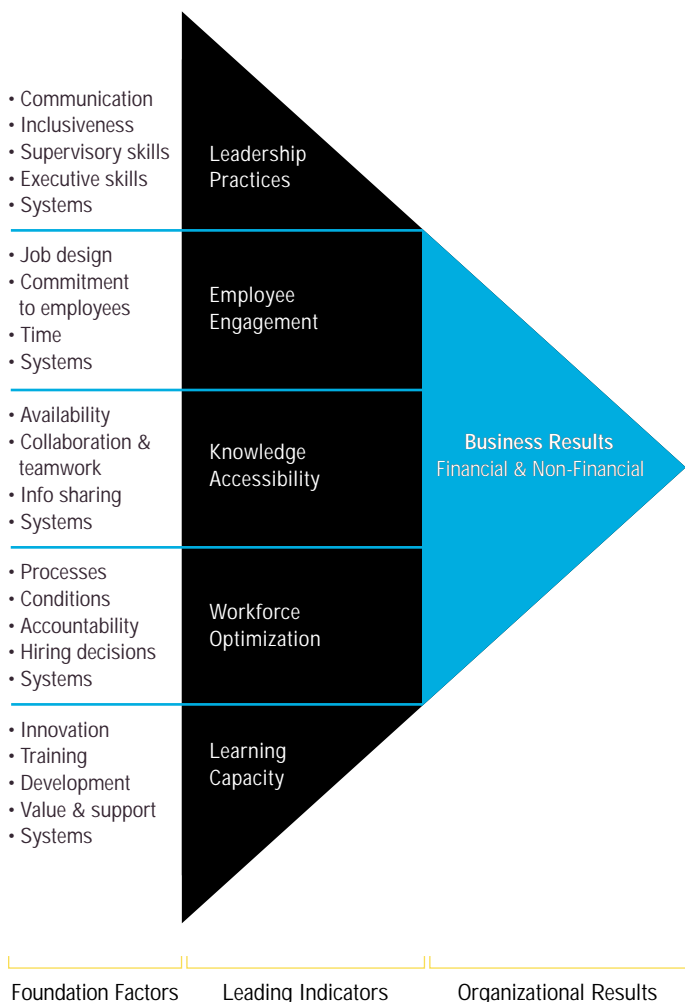
"Because McBassi declines to do the follow-on consulting work that results from their recommendations, you can trust the integrity of what they tell you."

Dennis Winkleman
Executive Vice President, HR
Joy Global, Inc.

"McBassi & Company has proven to be a superb partner, providing us with jaw-dropping evidence on the impact that the work environment in our schools has on student learning."

Edna Crews
Superintendent
Beaufort County (SC)

HCC Framework



How Strong Are Your Metrics?

McBassi's Human Capital Capability (HCC) Scorecard gives you actionable information on how to improve business results through more effective management of people. As a result you can focus resources where they will have the greatest impact, and avoid wasting time and money on interventions and initiatives that will produce little return.

Of even greater value, because of its consistent scale and representation, you can use HCC Scorecard findings for meaningful comparisons across different business units/departments within your organization (and with external organizations). This opens the door to pursue options with strong potential to benefit all of your stakeholders. Customized versions of the HCC Scorecard are available for business, education and government.

The HCC Scorecard is based on the synthesis of many years of research on the best practices for managing and developing people - those practices that consistently drive business results. We gather data on key "human capital metrics," which are then statistically linked to business unit and department outcomes, to identify solutions that will generate the greatest improvements in business results - where you are going, not where you have been.

Working from the proven framework on the left, the HCC Scorecard benchmarks and scores an organization's human capital foundation and outcomes, and analyzes the relationship between these scores and organization results - both financial and non-financial. The customized HCC Scorecard reports describe these results fully, including easy-to-interpret color-coded tables, forward-looking guidance, and specific recommendations in areas where improvements will generate big impacts.

Armed with these findings, you can further identify and improve your relative strengths and weaknesses across an array of factors, focusing on those with a proven link to business results.

"It's a capital mistake to theorize before you have data."
Sir Arthur Conan Doyle

"If we're not keeping score, we're just practicing."
Vince Lombardi

HCC Maturity Scale

1	None	Our colorful scale makes it easy to compare diverse groups. What matters more, it is a powerful leading indicator of business results - based on solid research and a rich data-base of benchmarks.
2	Initiating	
3	Maturing	
4	Extending	
5	Optimizing	
Level	Meaning	Impact

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Diverse Clients, Custom Solutions

The list below is representative of McBassi clients. Visit www.mcbassi.com to learn how these clients have taken serious steps to link people and organizational results.

3M

Accenture

Agilent Technologies

Alcan, Primary Metals Group

American Bankers Association

American Standard Companies

Beaufort County (SC) School District

Financial Services Skills Council

Laminex Group

Organisation for Economic Cooperation and Development

National Arts Strategies

P&H Mining Equipment

Revenue Canada

Robbins-Gioia, LLC

Saba Software

Standard Chartered Bank

U.K. Department for Education and Skills

U.S. Bureau of Customs and Border Protection

About Us

Dr. Laurie Bassi, the founder of McBassi & Company, is a Princeton-trained economist with deep and expansive expertise. McBassi has a creative, flexible team of top-notch professionals with applied know-how in the areas of human capital, economics, measurement, and organizational learning. We are an independent firm with a single focus: helping executives who want to improve their organization's "return on people." The HCC Scorecard and specialized advisory and benchmarking services provide operating executives answers to questions such as the following:

- How capable are we at optimizing our return on people, and what are the most important steps for improving that capability?
- How can we focus on the key human drivers of our business?
- How can we build effective people management as a core competence, and put it on a level playing field with other critical investments?

What to Expect

First and foremost, when selecting McBassi, you can expect our work with you to be needs-based. You can depend on a practical solution tailored to your situation, business context, timing, resources, challenges, desires, and budget. We're firm believers (based on lots of experience) in the following principles:

- If people are your most important asset, then you need systems for measuring and managing them as such. It's essential to track value - not simply costs.
- Asking the right questions is critical. The likelihood of achieving meaningful change based on irrelevant data is extremely low.
- If you are gathering information that can't be linked to business outcomes, it's not worth collecting. To put workplace issues on par with other concerns, you need compelling evidence that empirically verifies their strategic importance.
- If data just says where you've been, it's hard to use when planning where you're going. When you partner with us, you can expect specific analysis to systematically improve the things about your work environment that are important, stop wasting time on those that are not, and know the difference.

We rigorously focus on identifying the relationship between HC management and organizational performance (both financial and non-financial measures). Thus, we know how to quantify the key human drivers of performance, and help our clients focus on what matters most. To learn more about maturity levels, see the graph inside or visit mcbassi.com/whitepapers/WhatToDo.pdf for examples.

