



The Shadowmatch Demonstration

1. Go to www.shadowmatch.com.br
2. Click on the Shadowmatch logo
3. Enter the username and the password
 - a. Username: demobrz
 - b. Password: demobrz

Explain that Shadowmatch has four main applications and that these will be demonstrated during this demo of the system. The four main applications are:

- **Optimal placement**
- **Development**
- **Teams**
- **Personal Wellbeing**

Begin the demonstration by explaining the company set-up and the basic navigation functionalities on Shadowmatch. Follow steps 4 – 13 below

4. Explain that this company has the following benchmarks:
 - a. Administração
 - b. Desenvolvimento de negócios
 - c. Serviço de atendimento ao consumidor
 - d. Supervisor de serviço de atendimento ao consumidor
 - e. Vendas
 - f. Equipe de projetos estrategicos
5. Click on Serviço de atendimento ao consumidor (Customer Support)
6. Explain the functionalities on the left
 - a. **Codes:** This is where the user will find the access codes to give to an individual to complete the Shadowmatch worksheet.
 - b. **Shadow/Benchmark:** This is the benchmark of the top performers – also referred to as the shadow **(don't click on this button yet, click on the benchmark group button first!)**

- c. **Benchmark Group:** This is the list of top performers who have completed the worksheet and their results are consolidated to form the benchmark / shadow.
 - d. **Applicants/Employees:** This is the list of candidates who have applied for the job or current employees who the user would want to match to the shadow in order to determine their development areas.
 - e. **Stats:** This helps the user to keep track of his/her Shadowmatch usage.
7. Click on "**Shadow / Benchmark**" and explain that this is the map of the habits that the top performers in Customer Support share. This map will look different from the habit map for the top performers in other departments.
 8. Explain that the "**Overall Match**" is the map on 19 habits and the "**Critical Match**" is the 5 strongest habits that the top performers share. The system automatically creates the "critical profile".
 9. Briefly refer to the "**benchmark stability factor**". This is the system's internal reliability and validity check. This reflects to what level the top performers share the same habits.
 10. Scroll down and explain the **conceptual questions**. There are 10 questions that the individual needs to answer correctly to score 10/10. We don't measure intelligence or IQ, we measure an individual's fitness level. This is how an individual applies his ability to process information and do something with it – get to an answer or write a report or do an analysis. Use the physical example of fitness to better explain this area of measurement.
 11. **Task Efficiency:** This measurement is a factual measurement that takes the overall time, the time spent on the conceptual questions as well as the score out of 10 for the conceptual questions into a calculator and it then reflects as the efficiency in which the task was completed.
 12. **Time:** There is no time limit in which the individual needs to complete the Shadowmatch worksheet; the system however tracks the individual's

usage of time. It gives the average time in which the top performers have completed the worksheet and will then measure an individual's time allocation against this.

13. **Attitude:** This is defined as the way in which someone approaches the world. The way in which they approach life and work in general. When looking at the Customer Support Agents, one can see that their dominant approach to their world is that of getting involved in an unaggressive manner. This is a strong dominance and it will take quite a lot for them to switch to their second dominant which is category 2. This means that they will stay involved but get a little bit more aggressive – take control and become more task focussed.

Shadowmatch for Recruitment

To use Shadowmatch for recruitment, you need create a benchmark of the top performers in the specific division / role / area of business. Send Shadowmatch codes to all applicants for the job. Once all the applicants / candidates have completed Shadowmatch, you can go to the file on Shadowmatch and follow the steps 14 – 24 below.

14. Click on “**Applicants / Employees**”.
15. Click on the word “Comprehensive Match” in the 5th column. The system will now rank order the individuals from the best match to the shadow to the person that doesn't have the same habits as the top performers.
16. After clicking on “Comprehensive Match”, you can now click on the results of the person top of the list – Luis Alvarez.
17. In the bottom right corner the system indicates that this person is “almost a perfect match with the benchmark group”. We refer to this as the final verdict or overall interpretation. Click on this block in order to enlarge it. Explain to the audience that by clicking on “Interview Pack”, the system compiles and interview pack with 10 questions based on the shadow. The interview pack gets e-mailed immediately to all the panel members. By clicking on “Matching Report” the system gives a full interpretation of this person's match to the benchmark.
18. Go back to the list of “Applicants”.

19. Now click on Isabel dos Santos and explain why she won't be a good match in this environment. There is nothing wrong with Isabel, her habits are different and not fit for this environment.
20. Go back to the list of "Applicants" and click on Filipa Gomes. Explain that she applied for a job in Customer Support. She had the right CV and experience, however her habits are not suitable for success in this environment. The company decided that they would however not like to lose her and they decided to see whether she would be a fit in any of the other areas in the business. Explain that you will now click on "multimatch" in order to match her habits to that of all the other benchmarks in the system.
21. Click on "multimatch".
22. Click on the first line: Sales.
23. The system now takes this individual's results and matches it against the shadow of the successful employees in Sales. You will notice that this person is now "a very high match with the benchmark group". This is how the system could be used to redeploy people. This is also perfect for career development purposes.
24. In order to explain the reverse "multimatch" functionality, click on "view departments".

Remember: The "multimatch" functionality is also successfully used for redeployment of people, mergers and acquisitions and restructuring.

Reverse "multimatch" and Personal Development

This is when a benchmark is used to search the company database for individuals who match this benchmark. The reverse "multimatch" functionality is used for succession planning, leadership identification and internal career development and promotion / progress.

25. Click on Supervisor de serviço de atendimento ao consumidor (Customer Support Supervisors)
26. Click on "Shadow / Benchmark".
27. Click on "Multimatch (match people to this shadow)". Explain that Shadowmatch now searches the database to find people with similar

- habits to that of the top performing supervisors. In other words, individuals that will match this Customer Support Supervisor shadow.
28. This list now displays all the individuals in the business that match the Customer Support Supervisor shadow. In order to only find people from Customer Support that matches this shadow, click on the drop-down list, choose Customer Support and click on "multimatch".
29. Click on Pedro da Costa in the Serviço de atendimento ao consumidor (Customer Support) division, he is a good match to the supervisor shadow. The company could start to develop Christopher for a supervisor position. He would also be a successful second in charge because he already shares the habits of the top performing supervisors. This person could also now be put on a Shadowmatch PDP in order to further develop his habits.
30. You can click on the PDP button at the top of the screen to open up the list of available Personal Development Programmes.
31. Lastly click on "Personal Feedback" on the top of the individual result's screen. Explain that each individual that completes the Shadowmatch worksheet immediately receives a full integrated feedback report. The content of this report is also available as an interactive page on the Shadowmatch system and could be used to give an individual live feedback in a one-on-one session.

Winning Teams

The team functionality in Shadowmatch is used to analyse teams and understand the behavior of the team as an entity as well as the habits of each individual in the team. This empowers managers and team members with knowledge and enables the manager to allocate roles and responsibilities in a more scientific manner according to people's natural patterns. This functionality is used for:

- *Team building*
- *Team onboarding*
- *Team behaviour analyses*
- *Team role allocation*

32. Explain that Shadowmatch now offers the functionality to analyse teams.
33. Click on Equipe de projetos (Project Team) under the table labelled "Teams".
34. Explain the Team Analysis functionality.
35. Mouse over on some of the habits on the outer circle of the spider graph in order to show and explain the definitions.
36. Click on two of the individuals in order to show how the individual is compared to the team. I suggest that you use Jeff Rogers and Sophia Smith.
37. Click on the tab "Team Groups – Overview" and explain the sub-groups.
38. Explain the different colours around each of the groups (green, yellow and gray). Mouse over to show the strength of the group as well as the explanation of the group.
39. Click on the Anchor group to show the names.
40. Go back to the spider graph and show the results of the 4 individuals in the Anchor group: Ana Oliveira, Alberto Rodrigues, Gloria Ramos and Marina Fernandes. This is a good illustration of how the Anchor group is very similar to the team.

Personal Wellbeing

Shadowmatch creates a personal portal for every individual who completes the Shadowmatch worksheet. People who are happy and in control of relationships in their personal lives, tend to be happy and productive employees. The personal portal enables an individual to do the following:

- *Update his/her personal details*
- *Read his/her introduction report and full report online*
- *Request Relationship Reports*
- *Embark on a Personal Development Programme*

41. Explain the Relationship Report functionality and show an example of a Relationship Report.
42. Explain that every individual who completes the Shadowmatch worksheet, automatically gets access to his/her own personal Shadowmatch portal. On the portal the individual gains access to all the various reports

(Introduction Report, Full Report). The person can request any of the 8 relationship reports and respond to PDP requests.

In order to show the portal, you can use the following code and e-mail address:

Code: 9JB756S2

E-mail address: info@shadowmatch.co.za

NB: Please do not request anything from this portal or respond to any PDP requests. This is purely for demo purposes.

43.Allow for questions.