



Shadowmatch Demonstration

1. Go to www.shadowmatch.co.za
2. To access the Shadowmatch System Sandbox enter the following:
 - a. Email address: demo@shadowmatch.com
 - b. Password: Demo1234

The Sandbox resets every time you log out of the system. You are welcome to play around, move data, create teams etc. within the Sandbox, it will reset to the original format once you log out.

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 3 – 11 below

3. Explain that this demo company has the following benchmarks:
 - a. Admin
 - b. Business Development
 - c. Customer Support
 - d. Customer Support Supervisors
 - e. Finance
 - f. Information Communication Technology
 - g. Sales
4. Click on Customer Support
5. Click on "**Shadowmatch Benchmark**" in the left navigation panel and explain that this is the map of the habits shared by the top performers in Customer

- Support. This map will be different compared to the habits map for the top performers in other departments.
6. Explain that the “**Overall Match**” is the map on 19 habits and the “**Critical Match**” is the 5 strongest habits shared by the top performers. The system automatically creates the “critical profile”.
 7. Scroll down and explain the **conceptual fitness**. 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 conceptual fitness. This is how an individual applies his ability to successfully process information towards a specific result, for example to get to an answer or write a report or do an analysis. Use the physical example of fitness to better explain this measurement.
 8. **Task Efficiency:** This measurement is a factual measurement that calculates the overall time, the time spent on the conceptual questions as well as the score out of 10 for the conceptual questions to indicate the efficiency to complete the task (the task being the Shadowmatch worksheet).
 9. **Time (Total time and Conceptual time):** There is no time limit for the individual 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 as well as the time they spent on completing the 10 conceptual questions.
 10. **Attitude:** This is defined as the way someone approaches the world and life 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 focused and assertive.
 11. **Benchmark strength:** The system automatically calculates the level of similarity between the habits of the top and displays this as the “benchmark strength”.
 - a. Green indicates that the top performers have very similar habits.

- b. Amber indicates that the habits of the top performers are similar enough to be used as a benchmark.
- c. Red is an indication that the habits between the top performers are so diverse, that it cannot be used as a benchmark. Sometimes removing one or two individuals from the benchmark will improve the strength of the benchmark.

Shadowmatch for Recruitment

To use Shadowmatch for recruitment, you need to create a benchmark of the top performers in the specific division/ role/ area of business. Send Shadowmatch worksheet links 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 12 – 23 below.

- 12. Click on “**Applicants**” in the left navigation panel.
- 13. Click on the word “**Comprehensive Match**” (the column with the traffic light indicators). The system will now rank the individuals from the best match to the shadow, to the person that doesn’t have the same habits as the top performers.
- 14. After clicking on “**Comprehensive Match**”, you can now click on the results of the person top of the list – Tania Goldman.
- 15. 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.
- 16. At the bottom of the results’ page the following options are available:
 - a. *Time Graph*: This graph gives an outline of how an individual spent their time completing the worksheet. It gives a lot of detail regarding back clicks, changes as well as internet disconnections and so on.
 - b. *Full Report*: This button gives access to the individual’s Full Feedback Report.
 - c. *Matching Report*: By clicking on “Matching Report” the system gives a full interpretation of this person’s match against the benchmark.

- d. *Full Pack*: The Full Pack is a consolidated pack of all the information regarding the individual: The Full Report, the match against the benchmark and the explanation, the information regarding the interview as well as the Personal Development Program information.
- e. *Interview Pack*: Explain that by clicking on “Interview Pack”, the system compiles an interview pack with 10 questions based on the shadow. The interview pack gets e-mailed immediately to all the panel members.
- f. *Multimatch*: This enables the user to match the individual to all the other benchmarks in the company in order to find the best match.
- g. *Request PDP*: By clicking on this button the user can request a Personal Development Program for the individual – this is explained in more detail later in the demonstration.

17. Go back to the list of **“Applicants”**.

18. Now click on Dawn Cannon (you can find her results on page 2, applicant number 13) and explain why she won’t be a good match in this environment. There is nothing wrong with Dawn, her habits are different and not fit for this environment.

19. Go back to the list of **“Applicants”** and click on Gillian Anders (page 1, applicant number 10). 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 of Customer Support. 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”** (you will find this at the bottom of the results’ page) in order to match her habits to that of all the other benchmarks in the system.

20. Click on **“multimatch”**.

21. Click on the first line: Sales.

22. The system now takes the results of Gillian Anders 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 this benchmark group”. This is how the system

could be used to redeploy people. It is also perfect for career development purposes.

23. In order to explain the reverse "multimatch" functionality, click on "company z" in the top breadcrumb. This will take you back to the list of all the departments in this company.

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.

24. Click on **"Customer Support Supervisors"**

25. Click on **"Shadowmatch Benchmark"** in the left navigation panel.

26. Click on **"Multimatch"** (you will find this in the top right corner). 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.

27. This list now populates all the individuals in the business that match the Customer Support Supervisor shadow.

28. Click on Christopher Lock in the top row. He currently works in the 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 start with a Shadowmatch PDP (Personal Development Program) in order to further develop his habits.

29. You can click on the **"Request PDP"** button at the bottom right of the screen to open up the available Personal Development Programs.

30. You can click on any of the available PDP's just to show that the system will require the information of the manager (optional) and mentor in order to start the PDP process.

Winning Teams

The team functionality in Shadowmatch is used to analyse teams and understand the behaviour 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*

31. Explain that Shadowmatch now offers the functionality to analyse teams.

32. Click on "Company Z" in the top breadcrumb in order to get to the home page of this company.

33. Click on the "Show teams" button at the top of the screen – (this is the button to the right of the "Z-A" button at the top of the screen).

34. The "Project Team" will now be displayed. Click on this line in order to open the team graph.

35. Explain the Team Analysis functionality.

36. Mouse over on some of the habits on the outer circle of the spider graph in order to show and explain the definitions.

37. Click on two of the individuals to show how an individual could be compared to the team and to each other. Jeff Rogers and Sophia Smith is the best example to use.

38. Click on the button "**Group Overview**" and explain the sub-groups.

39. Explain that the different colours (green, yellow and gray) indicate the strength of the sub-groups. Hover over each of the sub-groups in order to show the definition as well as the names of the group members.

40. Click on the Anchor group to show the names.

41. Go back to the team graph by clicking on "**Team Graph**" in the left navigation panel and show the results of the 4 individuals in the Anchor group: Amy

Franklin, Jeff Rogers, Jennifer Bolder and Michelle Neal. This is a good illustration of how the Anchor group individuals are 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*
- *Watch the Results Interpretation Videos*
- *Request Relationship Reports*
- *Embark on a Personal Development Program*

42. Explain that every individual who completes the Shadowmatch worksheet, automatically gets access to their 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.
43. In order to show the portal, you need to do the following: Click on **"My Portal"** at the bottom left of the screen. This will take you to the Personal Portal of the individual (in this case the portal of the Shadowmatch administrator). Show the various functionalities listed above.
44. Click on **"Relationships"** in the top menu and explain the Relationship Report functionality. Show an example of a Relationship Report (this you need to find on the www.shadowmatch.com page under the tab Shadowmatch - Reports).
45. Allow for questions.