Description
What if there was a way to help predict whether job candidates are going to disappoint you by giving the bare minimum effort, or impress you with extraordinary effort—before making a hiring decision?

Over time, it becomes easier to distinguish between engaged and disengaged employees. However, historically, it has been much more difficult to anticipate exactly which job applicants will become motivated, engaged employees in the weeks, months, or years ahead.

Pinpoint Peak Potential in Only 5 Minutes
Now there is a way. Wonderlic’s Motivation Potential Assessment (MPA) provides business leaders with a powerful hiring tool that helps identify highly motivated self-starters possessing a high propensity for superior job performance. The MPA is a 30-question survey that measures key characteristics and preferences, which are proven indicators of work attitude, behavior, performance and productivity. The MPA scoring model reveals the extent to which a candidate will make significant, positive contributions to the success of their workplace across seven core motivational DRIVERS.

The Importance of a Motivated Workforce
Managers charged with leading organizational growth have always instinctively known that motivated, proactively engaged employees have a direct and substantial impact on an organization’s bottom line—and the preponderance of research proves they are right. In fact, virtually every study published on employee engagement clearly documents a direct relationship between motivated, engaged employees and positive, productive organizational outcomes.

• Highly engaged employees tend to outperform their disengaged colleagues by 23-28% (Gibbons, 2006).
• Organizations with high levels of engagement had operating margins that rose by 3.74% over three years, whereas margins for organizations with low levels fell by 2.01% (Towers Perrin, 2009).
• Organizations with highly engaged employees had average gains in share price of 16% compared to an industry norm of 6% (Sirotta, Mischkind, & Meltzer, 2005).
• Engaged employees are more likely to lead healthier lifestyles. For example, they exercise more frequently and eat more fruits and vegetables. Such could have a dramatic impact on reducing an organization’s healthcare costs. (Yu & Harter, 2013)

Seven Motivational DRIVERS
A job candidate’s “can-do” attitude and passion to achieve can now be measured for any job in which engaged, self-starting qualities are vital to a new hire’s chances for success. The MPA helps measure seven specific DRIVERS of motivation that collectively form a candidate profile and provide a score indicating those most likely to make a tangible, lasting contribution to the organization’s overall success.
## Motivation Potential Assessment (MPA)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Description</th>
<th>Likely Perspective of High Scoring Candidate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doer</td>
<td>Confidence in ability to achieve exceptional results</td>
<td>I actively seek ways to improve the quality and effectiveness of my work</td>
</tr>
<tr>
<td>Reward</td>
<td>Belief in performance-based rewards</td>
<td>I will be fairly rewarded for achieving my objectives</td>
</tr>
<tr>
<td>Inspired</td>
<td>Receptiveness to be positively influenced and develop skills</td>
<td>I am inspired by the work I do and the fulfillment of my goals</td>
</tr>
<tr>
<td>Values</td>
<td>Ability to align actions with organization's vision and core values</td>
<td>My organization and I share the same values</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>Finds pleasure and takes pride in performing work activities</td>
<td>I speak highly of my job when talking to others</td>
</tr>
<tr>
<td>Relationships</td>
<td>Ability to build strong connections at work</td>
<td>I have a relationship with my supervisor which would be difficult to break</td>
</tr>
<tr>
<td>Stay</td>
<td>Tendency toward long tenure</td>
<td>I want to keep working for this organization for a long time</td>
</tr>
</tbody>
</table>

### Small Assessment—Big Benefits

The Wonderlic Motivation Potential Assessment helps make it easy for employers to:

- Hire self-motivated employees that are likely to proactively engage in their work and thereby perform at a high level.
- Increase overall company productivity and profitability by making more informed hiring decisions.
- Avoid mishires and losses linked to underperforming employees.
- Reduce hiring, training and learning curve costs by lowering employee turnover rates.
- Create a high-energy, successful company culture by employing a team of people that cares about results.
- Administer the assessment online or onsite in approx. 5 minutes with immediate access to results.

### The Predictive Power of MPA Results

- **Scoring**—Ranging from 0 to 100, the score is based on our normative database; scores indicate the percentage of employees who have the same or lower motivation as compared to the applicant.
- **Performance Category**—Identified as Low, Moderate, or High, the Performance Category is a more general measurement based upon performance expectations across all jobs.
- **Job Profile Fit**—Labeled as Weak, Moderate, or Strong, this measurement is dependent upon specific job requirements and/or placement needs for a given job.
- **Interpretation Color**—Listed as Red, Yellow, or Green, this color-coded output is tied to the Job Profile Fit and is an indicator of whether a particular candidate is a good match for a defined set of job responsibilities.
- **Interpretation Summary**—Provides a detailed written description of each candidate’s predicted performance level based on the results.

Collectively, the MPA results’ matrix provides hiring managers with unprecedented visibility and insight to help support hiring decisions.

### What Sets Wonderlic’s New MPA Apart?

While there are some other tools available that are labeled “motivation tests,” none of these are designed to provide the pre-hire predictive analytics found in Wonderlic’s data-driven MPA.

- Some tests ask, “What motivates the applicant?”
- Other tests ask, “Which current employees are engaged or disengaged at work?”
- **MPA asks, “Which applicants are more likely to be motivated and engaged at work?”**

Using proven indicators to help identify motivated candidates before a hiring decision is made is an invaluable asset that gives organizations a substantial competitive advantage.

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