



What is Behind Our Solutions

Pioneering the Science of Superior Performance since 1984

In 2012, Target Training International filed for a world-wide patent on their Validating Ipsative Decision-Making using Electroencephalography (VIDE). This groundbreaking research science exposes both qualitative and quantitative asymmetry of the brain activity, thus exposing the underlying motivational system of decision-making.

Over 95% of our daily decisions are made at the subconscious level. We capture brain reactions to stimuli even before you have time to think about your answer. Here is an example of a reaction to seeing your name spelled correction and incorrectly.

Figure 1

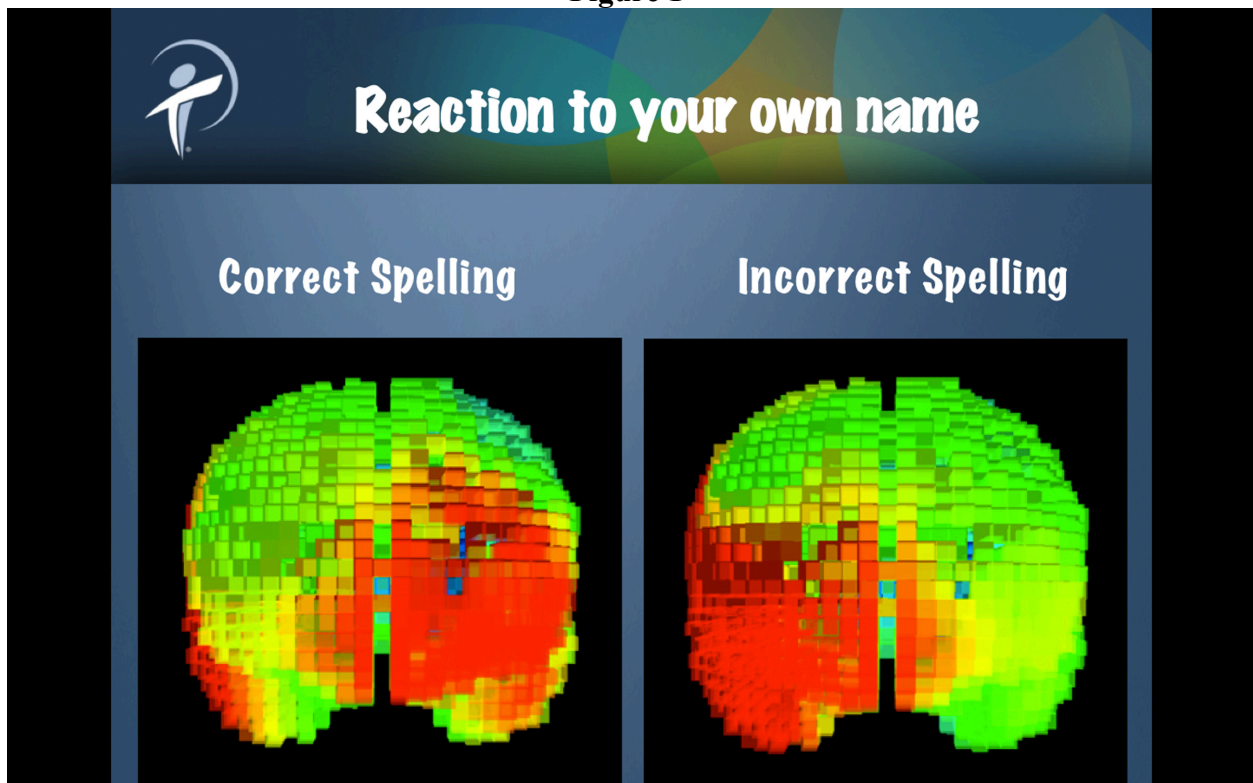
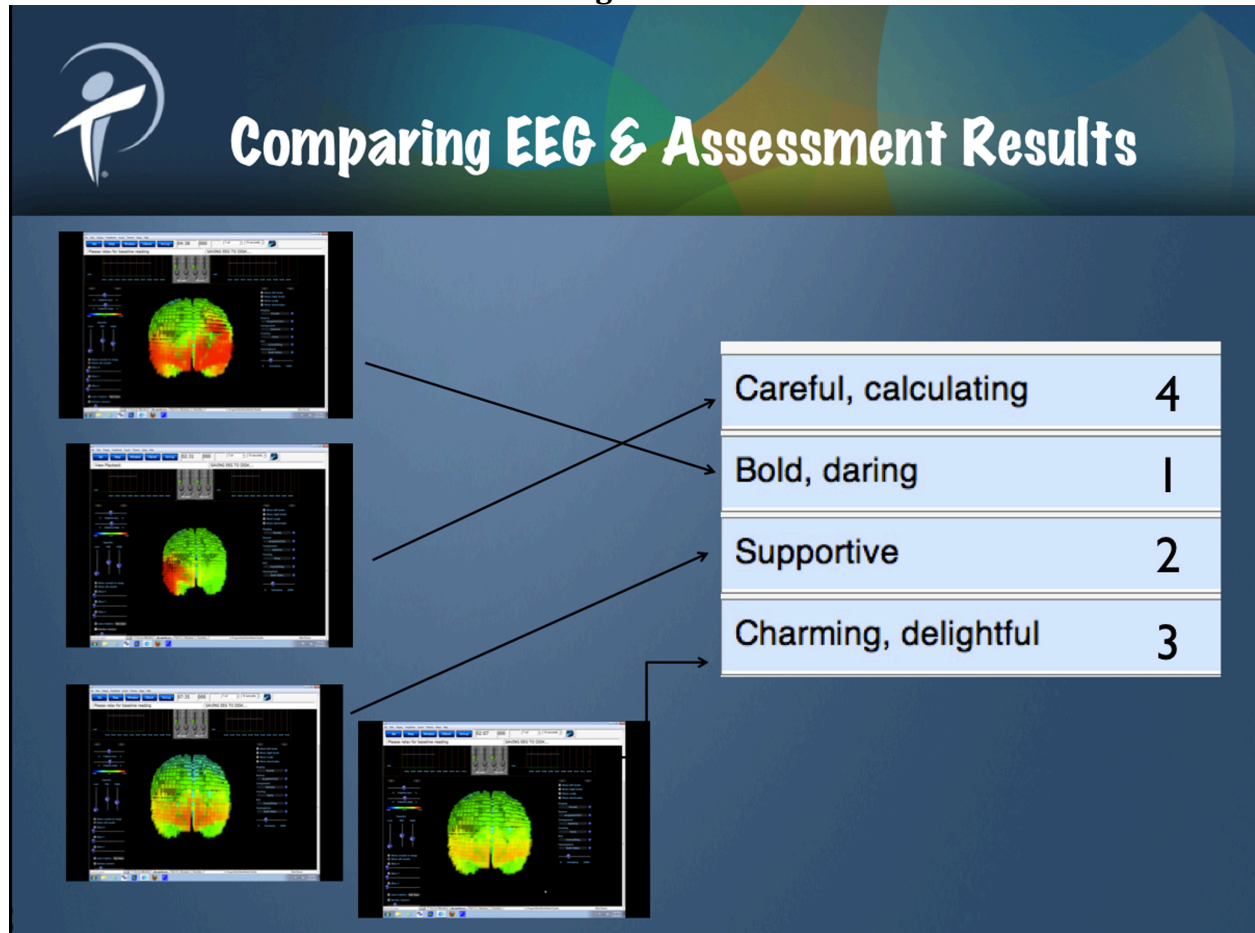


Figure one shows the prefrontal cortex with gamma wave activity. The dark red color indicates increased brain activity. Notice how the left prefrontal cortex is activated when you see your name correctly spelled and the right side activation when exposed to an incorrect spelling. This activation asymmetry allows us to document acceptance of a concept (left side activation) and avoidance or rejection (right side activation).

Cutting Edge Validation of Assessments

In addition to the traditional statistical validation that is run on our assessments, the VIDE validation process compares self-reported responses from our questionnaire to real-time corresponding brain waves seen in EEG imaging.

Figure 2



As part of the validation process, self-reported results are compared to brain images. Notice how each of the four stimuli result in very different brain reactions. Their number one choice, or the item MOST like them, shows a stronger left prefrontal cortex reaction. While their second and third choices show far less activation. The most interesting outcome is our reactions to things we do NOT like. In this case, the person shows a very pronounced negative or avoidance to the stimuli "Careful, calculating".

Our research has confirmed that we have stronger and clearer reactions to things we dislike than things we like. This avoidance insight has resulted in creating more accurate assessments and the addition of new report sections that discuss the implications of being confronted by those things we dislike, including behaviors and attacks on our core beliefs.

The Need for Multiple Assessments

Figure 3



Whether you are dealing with selection, retention, or coaching, the more information you can gather the better equipped you are to accomplish the task. Many companies rely far too heavily on a single assessment. We recognize this need and offers multiple assessments to help you make the right decisions.

A recent study discovered that using behaviors alone, serial entrepreneurs were correctly identified 60 percent of the time. Using motivators alone, serial entrepreneurs were correctly identified 59 percent of the time. Using both behaviors and motivators, accuracy went up to over 80 percent. Adding soft skill talents to behaviors and motivator assessments, the success rate rocketed to 92 percent.

The TTI brain imaging research and other studies continue to move the soft science of candidate screening closer to being a hard science.

Robb Hiller, President
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