








Assessments 24x7

GLOBAL LEADER IN ASSESSMENT TECHNOLOGY



The Best of 2020 & How To Apply The Concepts In 2021!

-  Best Practices for Virtual Workshops
-  Marketing Assessments
-  Training Materials & Dashboard Resources
-  HireSense™ – Hiring & Selection Done Right
-  Scale Up Your Coaching Business With DISC

Best Practices for Virtual Workshops

Cathy Hanson



Best Practices for Virtual Workshops

KEY TAKEAWAYS

1. Pre-Planning and practice are key to success. *Content, length of time, format, tools needed, activity materials that need to be sent out in advance.*
2. Consider the logistics. *Professional presentations, your immediate surroundings as the presenter, equipment needed, and practice.*
3. Interactive tools will help keep participants engaged and learning, while not being distracted by their own surroundings.
4. Keep the DISC styles in mind as you establish and adjust pace and content.
5. Include key elements of effective workshops to maintain flow and consistency.





Best Practices for Virtual Workshops

LOOKING AHEAD TO 2021

Examples of the things that I am doing as well as other clients that help to make online workshops successful, fun, and engaging.

- Breakout Rooms
- Partner and/or Group Practice
- Pop Quiz/Quick Review
- Breaks (if workshop is more than 2 hours)
- ***Record and Playback***

Make it
ENGAGING



Best Practices for Virtual Workshops

2021 Focus

“Virtual workshops work!”

[Click here for the full Best Practices for Virtual Workshops Webinar](#)

Marketing Assessments

Monica Saare



Marketing Assessments

KEY TAKEAWAYS



Target Market

- Communicate to that target market
- Track – what's working & not working – Google Analytics
- Targeting is like fishing



Social Media

- Where customers are + where you felt comfortable
- Create trust – be relevant
- Link to website – Follow hashtags – Interact

BE YOURSELF;
EVERYONE ELSE
IS ALREADY TAKEN.
— OSCAR WILDE

Be Authentically YOU

- Authentic messaging & materials resonate
- Only one YOU – Uniqueness sets you apart
- Use Marketing materials on dashboard



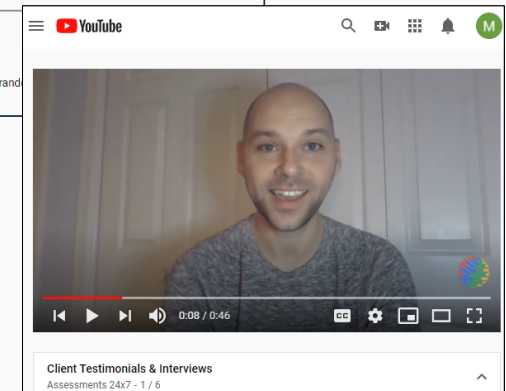
Marketing Assessments

In 2021 – USE VIDEO!

- We use Magnfi
- Post video messages to clients
- Obtain video testimonials from clients



LOOKING AHEAD TO 2021





Best Practices for Marketing Assessments

2021 Focus

“Start using video! If you’ve already started...

USE VIDEO MORE!”

[Click here for the full Marketing Assessments Webinar](#)

Training Materials & Dashboard Resources

Jennifer Larsen



Training Materials & Dashboard Resources

KEY TAKEAWAYS

1. Training materials are always available for both Certified and Non-Certified Practitioners
2. Assessments specific tools to grow and develop model knowledge, provide comprehensive debriefs, enhance coaching, offer robust workshops and trainings, and support your marketing efforts
3. Access for trainer materials can be found on your dashboard* or going directly to the Trainer Materials Library (**passwords listed are for non-certified, certified is sent special passwords*)
4. Other assessments: Core Assessments, 360s, Combination Reports, Specialty Reports, Hiring/Selection, and Team Reports (*see Sample Reports*)



Training Materials & Dashboard Resources

How to best utilize Materials and Resources in 2021:

1. **Get familiar!** There are lots of resources to support your own application of assessments and many assessment solutions for a variety of client needs.
2. **Grow your knowledge!** Even those who have been doing this for a long time and are very proficient will likely benefit from reviewing the resources. There is always something new to learn.
3. **Try something new!** No matter how long you've been using assessments, look for new ways to keep the conversations fresh or explore something new to offer your clients. Do you only use DISC? Consider adding Motivators or EIQ in combination!



Best Practices for Training Materials & Dashboard Resources

2021 Focus

“Utilize ALL the resources that are available to you!”

[Click here for the full Training Materials & Dashboard Resources Webinar](#)

HireSense – Hiring & Selection Done Right!

Brandon Parker



HireSense™ – Hiring & Selection Done Right!

KEY TAKEAWAYS

1. Save time and money using HireSense to screen candidates
2. Two ways to use HireSense™
 - a. HIRE us as your expert
 - b. BECOME the expert through certification
3. Web and app based technology
4. Gain insights to identify the right person, for the right job, the first time
5. Success stories



HireSense™ – Hiring & Selection Done Right!

LOOKING AHEAD TO 2021

- If you're a company or coach that is involved in hiring, HireSense™ is an opportunity to improve your positioning with your clients.
- Let us show you how this will impact your business in 2021.
- Utilize HireSense™ for development within the organization, bridging the gap between on-boarding and professional development.





Best Practices for HireSense™ – Hiring & Selection Done Right!

2021 Focus

“Wow your clients with the power of HireSense™!”

[Click here for the full HireSense™ – Hiring & Selection Done Right Webinar](#)

Scale Up Your Coaching Business With DISC

Angie Fairbanks



Scale Up Your Coaching Business With DISC

KEY TAKEAWAYS

1. Turn your assessment account into a profit account
 - Review your Business Model & Create a Pricing Structure
2. Go Deep into the organization
 - Positioning is KEY (script provided)
3. Marketing Assessments
 - Use Assessments as an Access Point
 - Seminar > Workshop > Client
 - Create a Seminar TITLE that fits your business model





Scale Up Your Coaching Business With DISC

LOOKING AHEAD TO 2021

- Get Certified
- Quarterly Coaching Webinars
- Coaching Collateral Implementation
 - Sales and Marketing
 - Best Practices on What Assessments to Use and When To Use them in your coaching





Best Practices for Scale Up Your Coaching Business With DISC

2021 Focus

“Let us help you grow your coaching business with our quarterly webinars.”

[Click here for the full Scale Up Your Coaching Business With DISC Webinar](#)

Coming up in 2021

Thank you for joining us!

Questions? Get in touch with us at
sales@assessments24x7.com