



HIRE DIRECTION | Intelligent Talent Tech

CAREER OPTIMIZATION SOLUTIONS

[The Future Of Work Is Now](#)

[New Challenges Are Coming](#)

[You Will Need Occupational Fitness](#)

[Breakthrough: "Talent DNA" Sequencing](#)

[Your Unique "Talent DNA" Signature](#)

[Custom Insights Designed for You](#)

[Talent Genome: Part of Something Bigger](#)

[Our First Line of Offerings](#)

[Ethical Big Data: Protecting Your Privacy](#)

[Ongoing Research: A Better Future For Workers](#)

WORKFORCE TALENT GENOME



THE FUTURE OF WORK IS NOW

The future of work is already here: the gig economy, automation, and artificial intelligence.

By 2025 it's estimated that the global population will reach 10 billion people, with only 15% of people living and working in high-income economies.*

In fact, 47% of jobs will disappear in the next 25 years, according to recent Oxford Study.

Average company
lifespan: **67 years**

Average company
lifespan: **12 years**



WORKFORCE TALENT GENOME



NEW CHALLENGES ARE COMING

The new era of work will produce
“thrivers, strivers, and survivors.”

You will need to make decisions faster,
smarter, and more often than any
previous generation of professionals.

Navigating this future will require a new
approach to job-seeking, interviewing,
and networking.



THRIVERS

- Future oriented
- Focus on adapting
- Seeks new ideas

STRIVERS

- Opportunity oriented
- Focus on chance
- Receptive to new information

SURVIVORS

- Security oriented
- Focus on preservation
- Skeptical of new ideas and information

WORKFORCE TALENT GENOME

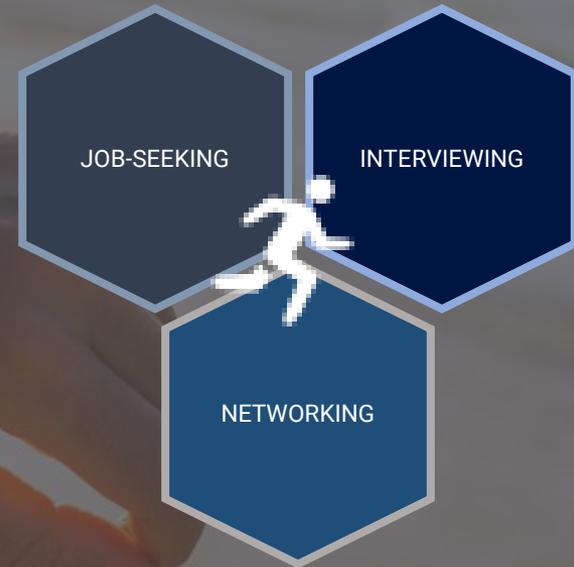


YOU WILL NEED OCCUPATIONAL FITNESS

Today's workforce requires **occupational fitness**: your ability to identify, respond and adapt to opportunities that match your operational strengths.

Occupational fitness is the most factor to thriving in the future of work.

Whether you need to land a better job now, achieve ongoing career advancement, or enhance your network, this principle is the key to consistently unlocking the right opportunities.



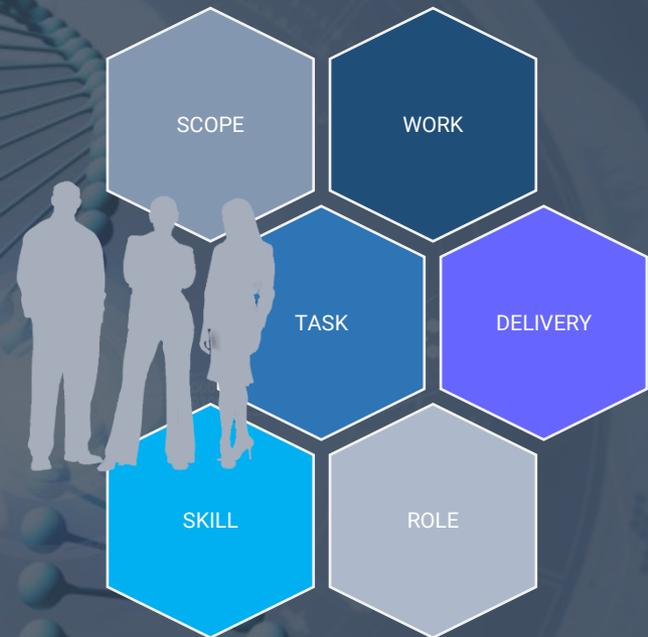
WORKFORCE TALENT GENOME



BREAKTHROUGH: “TALENT DNA” SEQUENCING

Technology has enabled us to better understand ourselves. If you’ve ever used “**quantified self**” devices—such as activity trackers or DNA kits—you’re already familiar with the power of leveraging self-data to increase your well-being.

HIRE DIRECTION’s “talent DNA” sequencing technology uses this same advanced approach to help you gain *occupational fitness* to master job search, career advancement, interviewing, and networking.



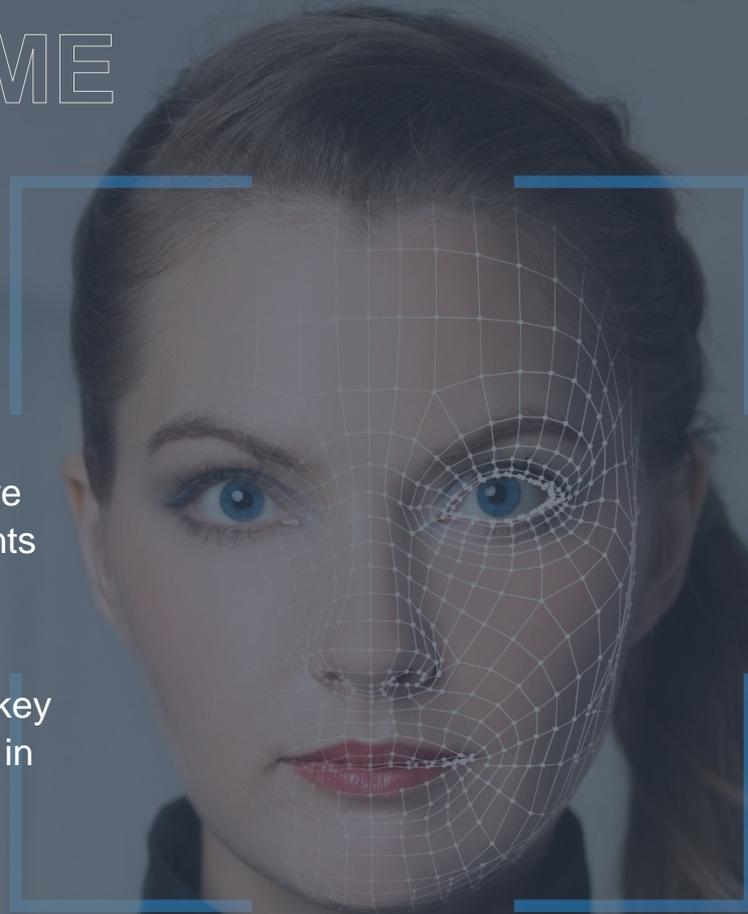
WORKFORCE TALENT GENOME

YOUR UNIQUE TALENT CODE

Every person has a unique talent “DNA” code: an operational performance signature that correlates with specific job requirements used by organizations to build roles.

Your individually unique talent code is the key to getting occupational fitness and thriving in the future of work.

It can help you build resumes and bios, identify your ideal jobs, uncover entrepreneurial opportunities, and enhance networking.



WORKFORCE TALENT GENOME



CUSTOM PLANS DESIGNED FOR YOU

Your **unique talent code** gives you access to custom designed career tools that help you continually master critical professional milestones: job-seeking, interviewing, and networking.

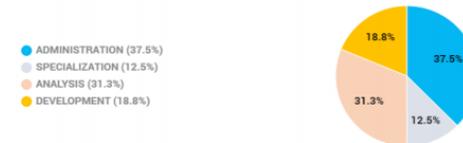
Customized career kits based on your unique talent “DNA” provide the precise verbiage needed to articulate your strengths and communicate your professional value.

The way your abilities translate into job success is captured in language that can speak directly to recruiters, hiring managers, and investors.

WORK FIT

WORK FIT describes how the work activity is classified, from structured work with more immediate and linear tasks; to specialization and subject matter expertise; to deep analysis, forecasting and diagnostics; to strategic design, development or theoretical exploration.

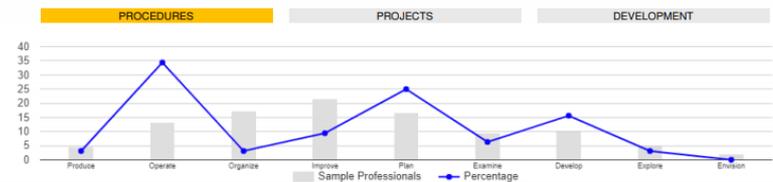
Though a person expresses elements of each type, they are typically more defined by one.



APPLIED SKILL

APPLIED SKILL describes the predominant type of applied capability needed to navigate work complexity and optimally perform tasks. As examples, PROCEDURAL skills are directly related to mechanical operations and procedures. More complex work often requires PROJECT skills, such as performing diagnostics, designing and implementing improvements or solutions.

Though a person expresses elements of each type, they are typically more defined by one.



WORKFORCE TALENT GENOME



TALENT GENOME: PART OF SOMETHING BIGGER

The breakthrough science of talent “DNA” sequencing not only helps you personally, but can also be used to help the global workforce prevent future job disruptions.

By taking our taking our talent “DNA” assessment, you are contributing to the world’s first generation talent genome library.

This global repository of “talent DNA” signatures can be used to vastly improve workforce readiness, job design and recruiting; enhance merit-based diversity; and protect workers everywhere from increasing job disruptions.



WORKFORCE TALENT GENOME



OUR FIRST LINE OF OFFERINGS

HIRE DIRECTION is an innovative, talent tech intelligence provider enabling professionals and organizations prepare for the future of work through talent “DNA” based training and development, workforce readiness, recruitment, and professional advancement.

Our breakthrough talent mapping technology and talent “DNA” diagnostics are designed to help people find better jobs, maximize career decisions, master interviews, and navigate job opportunities.

TRY HERE: hire-direction.com/assessment

HIRE DIRECTION's current advanced “talent DNA” mapping, diagnostics, and solutions:

PROFESSIONAL SUCCESS PLAN

“Talent DNA” Report Overview



INTERVIEW SUCCESS PLAN

Custom Interview Guidance



JOB FIT CALCULATOR

POWERED BY **HIRE DIRECTION**

Helping organizations design better jobs to improve recruiting, development, and retention

WORKFORCE TALENT GENOME PROJECT

Ongoing development of professional genome library



WORKFORCE TALENT GENOME



ETHICAL BIG DATA: PROTECTING YOUR PRIVACY

You choose how your talent “DNA” results are used and shared with others. We tell you how we collect and use those results for purposes of general, aggregated reporting.

We support the enforcement of personal data privacy, e.g. European Union's **General Data Protection Regulation** (GDPR) and similar legislation protecting individuals from misuse of personally identifiable information.

Moreover, we will not provide your individual-level information or results to recruiters, employers, career services, or any other third parties without your explicit consent.



WORKFORCE TALENT GENOME



ONGOING RESEARCH: A BETTER FUTURE FOR WORKERS

Our talent genome outreach gives you the personal opportunity to make a difference in how we improve the future of work by participating in a new kind of research—online, from anywhere.

As participants take our online “talent DNA” assessment, our research partners can begin work to improve common workforce challenges, such as professional skills training, job displacement, and so on.

These contributions help drive new discoveries and innovations that can enhance job design and professional life for everyone.

Benefits for the future global workforce:

- ✓ Merit based diversity and inclusion
- ✓ Transferrable skills for veterans
- ✓ Work rehabilitation from lost skills
- ✓ Better job design by organizations
- ✓ Better recruiting and interviews
- ✓ More opportunity for entrepreneurs, contractors, artisans, and consultants