

SYMBOLON PRESS RELEASE

On June 7, 2006 Concept conducted a round table entitled **«Symbolon. New insight into personnel assessment»**. This event took place at the Angletterre hotel in St.-Petersburg.

The participants were HR specialists from leading St.Petersburg companies, including Alcan Packaging, Baltica Brewery, Beeline, Elcoteq, Tranzas, Ford, Kelly Services, Kraft Foods, Pribaltiyskaya hotel, Price Waterhouse Coopers, Talosto, Maxidom and Peterburgskaya Nedvizhimost.

On June 8, 2006 the same event was conducted in Moscow, where Symbolon Personality Profile was introduced to Moscow HR specialists from several organisations, including Caterpillar S.A.R.L., Ancor, ATH, Beeline and Coca-Cola.

The purposes of these two events has to introduce the Symbolon method of personnel assessment (history, background, methodology, strength, advantages) and to discuss practical Symbolon applications used in Russia.

Christine Kranz, the author of Symbolon, was the guest speaker. In her presentation Ms. Kranz shared information about the creation of this assessment tool, its background, target audience, and effectiveness of Symbolon using in the different stages of personnel assessment.

The aspects of Symbolon Personality Profile was developed by Christine Kranz in 1996. It is based on the psychological theory by Carl Gustav Jung and it combines the basic principles of economics, psychology, archetypes, philosophy and mythology, as well as business using the analysis of symbols to reflect aspects of an individual related to the work environment.

Symbolon approach avoids the written questions limiting the process of personnel assessment due to stimulating left brain thinking. It uses pictures and symbols which address to human intuition and and right brain activity, which enables access to the deep level of the subconsciousness excluding random answers.

Ms. Kranz noted, that Symbolon specialists analyzed a huge number of pictures before the final versions were chosen. The main selection criterion of pictures - landscapes and portraits - is their neutral character. The pictures should not have a dominating, pronounced emotional sense thus ensuring an intuitive, neutral response only.

The basic and team Symbolon Profile includes 5 tasks. It can be filled out on-line and takes no more than 10 minutes. Detailed report is automatically generated after completion of the Symbolon Profile. This is carefully analyzed by a certificated trainer-consultant. Then a one to one feedback session with the respondent is organized where all results are discussed.

The Symbolon Personality Profile can be used at the different stages of personnel development. This tool is effective when hiring personnel or for purposes of development, restructuring and analysing potential. It is also a very effective tool for team development.

The Symbolon Personality Profile is widely applied in many countries. Besides Austria where this assessment tool is very popular, Symbolon is in great demand in Switzerland, Germany and Czech Republic. In 2005 the Symbolon Personality Profile was introduced to Russia. Since 2005 Concept successfully cooperated with Symbolon and widely applies this new assessment tool. Concept General Director, Rachel Shackleton explained in her presentation how we use Symbolon in the Russian market to benefit Concept clients.

Concept offers both Personal and Team Profiles. For the team profile all team members (12-14 participants) complete the basic Symbolon profile, after that their answers are grouped, analyzed and used as foundation for team development. Using the Symbolon method you derive strengths and weaknesses in the team, increase communication effectiveness and visually understand areas for development. Team members see themselves in an extended manner, and obtain more comprehensive understanding of the team constellation. This leads to a compilation, discussion and agreement upon concrete measures to take by the team to grow and develop. Altogether, the process serves as a deep reflection upon internal connections. From these realizations, the solutions automatically become more transparent and convertible.

One of the key questions of this round table was a question about Symbolon effectiveness and client's feedback.

The answer to these questions was given by Motorola Facility Manager Mr. Dmitry Gitin. He shared his impression about Symbolon and using the Team Profile. The purpose of the training was to improve both effectiveness and the team spirit. Training was based on Symbolon profile results and it included creation and analysis of the team profile. Dmitry Gitin not only analyzed the effectiveness and validity of each aspect of the Profile in his presentation, but also he shared his comments and conclusions with audience. Now, in 11 months after training, Dmitry Gitin noted, that Symbolon Team Building training was really useful. Team members became more tolerant to each other, now they cope with conflicts threats well and the team became much closer.

Our independent client Elizaveta Efremova (Moscow round table) shared her impression about the Symbolon Personality Profile. Several time ago she completed the profile and received individual coaching to understand her inner potential and how to utilise and develop this potential. She commented that the coaching session was extremely powerful and useful in assisting her in the next steps of her development. She found the results to be real and accurate and gained greatly from this session.

Thus, Symbolon round table allowed HR specialists to gain a detailed insight into Symbolon Personal Profile and to see that its results are important not only for the company but also for each individual employee.

The innovative approach of the Symbolon method, its appeal to the subconsciousness and intuition make this assessment tool useful and interesting to the respondents. Using Symbolon Personality Profile, you can not only make the detailed assessment of your personnel and gain valid results, but also define perspectives for further personnel development, that, without any doubt, helps increase the overall company performance.