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CUSTOMER SERVICE WHITE PAPER



Customer service is a big business. It will continue to be well into the future with the customer environment becoming more dynamic, competitive and accelerated as well as driven by customer expectation and technology. The digitation of business is rapidly transforming business and customer solutions; many will be driven by the expectation of customers.

PBC is currently commencing a research project to identify the unique requirements of this new breed of customer service professionals. In this paper, the impact that customer service has on the bottom line, measuring service orientation, engagement and culture will be discussed.

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HOW TO MOTIVATE YOUR TEAM - TAP INTO THEIR VALUES



After decades of conducting countless leadership development programs, the question that I most get when asking participants about what they would most like to learn on the program is "How do I motivate my team?"

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PBC OUT AND ABOUT

10th Industrial & Organisational Psychology Conference: 3-6 July, 2013, Perth WA. PBC is proud to be a **Platinum Sponsor** of this upcoming event.

Visit us at the Hogan stand. PBC and Hogan staff will be presenting on the following topics:

- Why does extraversion predict leadership outcomes? A meta-analytic path analysis
- Understanding leadership in China
- Norming personality assessments: Challenges and practical considerations

Please [click here](#) if you would like to read the abstracts for these IOP submissions.

HRIZON - AHRI National Conference and Exhibition: 19-21 August, 2013, Sydney. PBC is proud to be an Exhibitor and Sponsor at this conference. Visit us at the PBC/Hogan stand.

HOGAN ACCREDITATION WORKSHOPS

Contact our office if you are interested in joining one of the Hogan Accreditation Workshops below:

2013 WORKSHOP DATES

Sydney	Melbourne	Brisbane	Perth
1 & 2 August 5 & 6 September 17 & 18 October	27 & 28 June 22 & 23 August 21 & 22 November	24 & 25 October	7 & 8 August 6 & 7 November

To register or for other course dates, [click here](#).

For courses outside of Australia and customised accreditation workshops, please contact our office (+61 2 8918 0888).



NewsLetter

5 WAYS TO MANAGE CREATIVITY AND DRIVE INNOVATION

Creativity is critical to economic growth. However, few organizations understand what it takes to keep their creative people happy and productive.

This ebook offers five steps to help you manage your creative employees.

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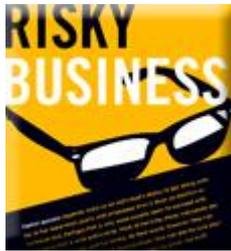
FIRST, DO NO HARM; 3 STEPS TO IMPROVING PATIENT SAFETY

The Institute of Medicine estimates 98,000 Americans die every year due to preventable medical errors. To combat this problem, health care organizations adopt countless new systems and practices, but employee personality is often overlooked.

This ebook offers three steps to help you improve patient safety.

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RISKY BUSINESS



Career success depends more on an individual's ability to get along with his or her supervisor, peers, and employees than it does on intellect or technical skill. How can you be sure your employees are using their powers of persuasion for good, not evil?

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SURVEY RESULTS



Bad bosses are all around, and if you've been in the workforce long, odds are you've worked for one. But what effect do they have on the workforce? Are they the morale-killing monsters we make them out to be? We asked 577 people. This is what they said.

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VIDEO: KNOW YOUR PEOPLE



In business, only two things matter: money and people. At Hogan, we know people. Our products and assessments can help you understand what your people want, how they will get what they want, and what will get in their way.

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WEBINAR: MVPI SUBSCALES



Like the Hogan Personality Inventory (HPI) subscales, the MVPI subscales are a powerful tool to enhance the interpretation and application of the MVPI. In this webinar, Hogan's Audrey Wallace discusses interpreting around MVPI item themes.

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HOGAN + EDUCATION



Drs. Robert and Joyce Hogan instilled a tradition of academic research and collaboration within our company. The Hogan Research Division (HRD) continues this legacy by working closely with faculty and students.

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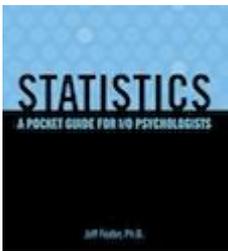
WAY OUTSIDE THE BOX



Is there such a thing as being too creative? Although creativity is largely associated with positive work outcomes, our research shows that, in excess, creativity can be a powerful roadblock to career success.

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STATISTICS: A POCKET GUIDE



This guide provides an overview of common statistical terms and processes used in I/O Psychology. With this information, you can make better data-based decisions.

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THE I/O BREAKDOWN



It is difficult to find time to read every new piece of research that could impact our field. To help, the Hogan Research Division collected and summarized the most important research articles from Q1.

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FROM THE BLOG



EQnomics
EQ is an essential part of building and maintaining positive, productive relationships, which is an essential skill in most jobs.

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