



REACH CASE STUDY

Canadian Retail Chain

REACH QUOTIENT



REACH Quotient predicts better management performance, staff engagement, perceived integrity and self-awareness gaps

Introduction

Consultant from a REACH Gold Partner in the USA conducted a study of 62 retail store managers in Canada and identified that REACH Quotient was a reliable measure of management capability that can be used to reduce survey fatigue and complexity involved with older approaches of analysing and developing management capability.

It was found that REACH Quotient as a single measure was reliably correlated to Halogen Leadership Appraisal Assessment, employee engagement and perceived integrity, consequently the three different measures currently being used could be simplified down to the one single survey and result.

If an organisation was to focus solely on the measurement and growth of REACH Quotient in its management level, it would be impacting all key areas of management development with much greater efficiency and simplicity than before.

REACH QUOTIENT



About REACH

The REACH Ecosystem generates a diverse range of reports and profiles including specialised reports for recruitment, personal development, leadership development, sales development, trainer tools, team building, communication skills and Emotional Intelligence (EIQ).

During the development of version 2.0. of LDP, researcher, Professor Waldo noticed statistically significant trends in the data.

He noticed a strong correlation between visual elements of LDP, the Leading Intelligence Framework, EIQ and competency based-EIQ questions, and, workplace performance. The statistical reliability of the psychometric test was calculated at 0.94 (Cronbach's Alpha Coefficient - a coefficient of > 0.9 demonstrates excellent internal consistency)

Professor Waldo realised that he was able to measure and predict a different set of workplace performance metrics using a score and display the information more constructively and visually than previously. This was the genesis of the REACH Quotient.

The REACH Quotient measure is a competency-based EIQ together with predictive behavioural and performance analytics. A persons current REACH Quotient is given as a numerical score between 0 – 5 and is displayed visually on the REACH reports.

About REACH

REACH can reliably predict performance in Leadership, Sales, Customer service, team dynamics, supervision, engagement and more.

Can a person's REACH Quotient Be Grown?

The good news is that REACH Quotient can most certainly be grown, and the growth can be measured as a person develops. Because REACH Quotient is a unique measure of behavioural style, competency-based EQ and workplace performance, the growth of a person's REACH Quotient can be achieved through targeted ongoing personal and professional development.

Professor Waldo integrated REACH Quotient into the REACH psychometric profiling resources to provide a way of measuring a growth mindset and displaying how REACH Quotient interplays visually with personality dimensions. It shows how growing one's REACH Quotient can help in reaching and engaging people of different personality types.

REACH Profiling reports visually show the growth focus to develop greatest impact in an individual and also recommend development activities such as training.

REACH Quotient is about performance of people and organizations.
REACH Quotient picks up where the application of traditional psychometrics stop.

During the research and development of REACH Quotient, Professor Waldo recognized the irony that Organizational Development acknowledges that organizations are a sum of their individual people, yet they develop resources that *either* focus on individuals *or* on organizations as an aggregate using distinctly different frameworks for both purposes.

He recognized that REACH Quotient provides an opportunity to use the *same framework* to measure what impacts performance for individuals, their teams and an organization.



Case Study Outline



The study focused on the managers of 62 store located across Canada.



The study was administered by a REACH Gold Partner in the USA

Key Findings



Store Managers rated themselves more highly than their regional managers, every time



Higher REACH Quotient scores reflect higher Leadership ratings in the Halogen Leadership Appraisals



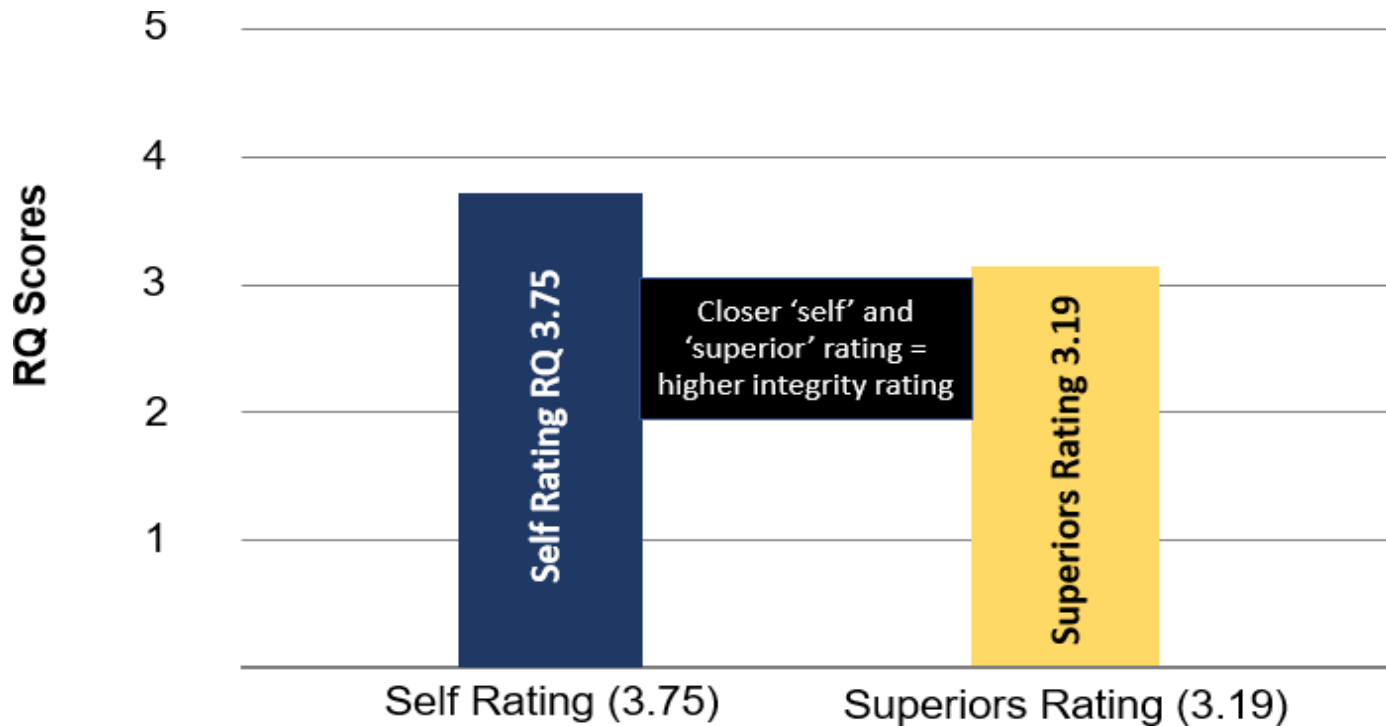
When the store manager self-ratings were closer to the ratings of their managers they received higher Integrity scores



Managers with Higher REACH Quotient scores received higher team engagement scores

Self-score vs Manager score

Store Manager Integrity Ratings



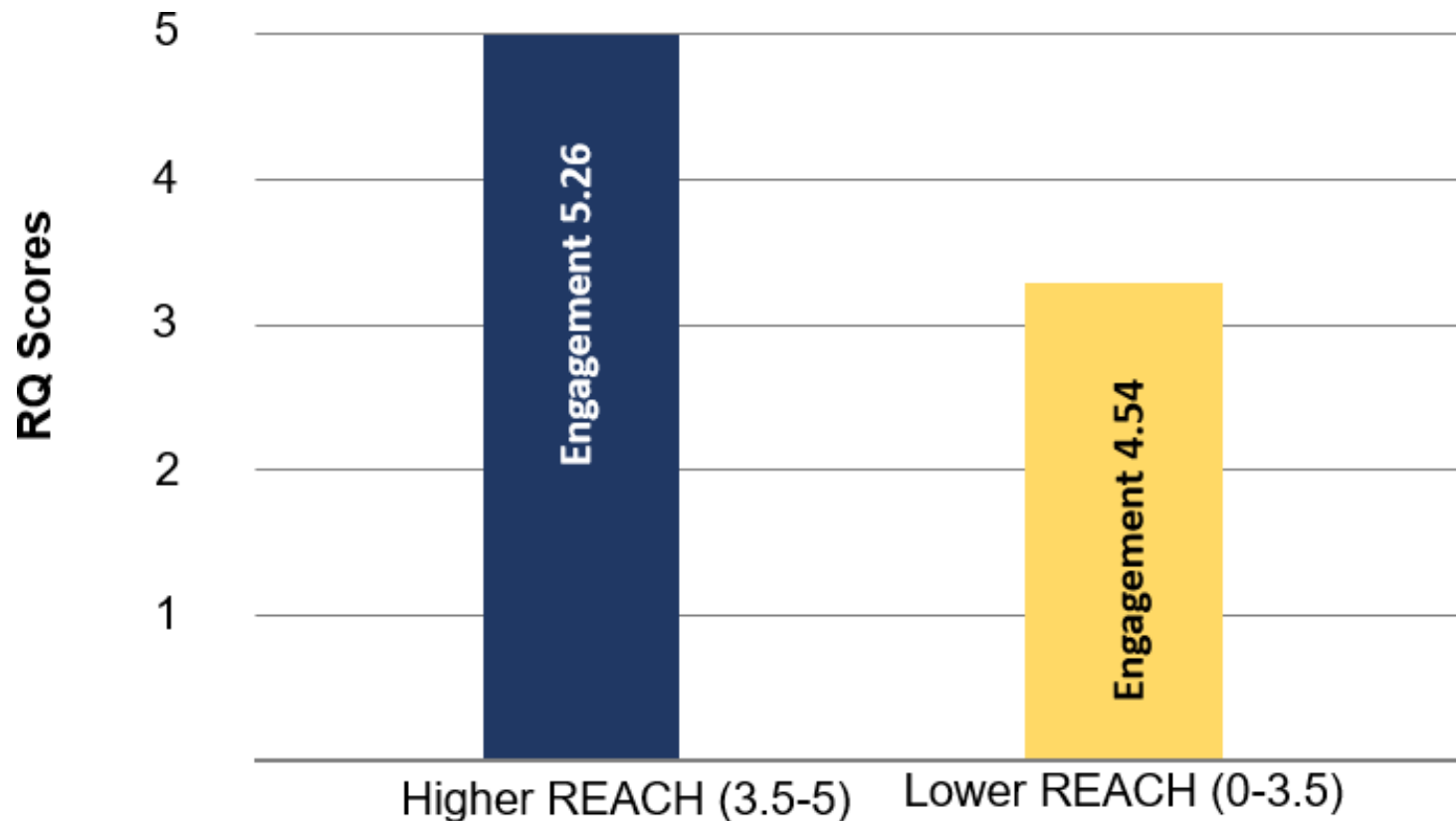
Store Managers that participated in the study rated themselves more highly than the rating their Regional Managers rated them every time. It was also found that when the Store Manager self-ratings were closer to what their Regional Manager rated them the Store Manager's integrity score was higher.

Where store managers self-rating REACH Quotient scores were close to the REACH Quotient scores given by their managers (within 30%), store managers integrity scores were significantly higher - 4.3 vs 3.86*. The study found a direct correlation between the closeness of Store Manager self-scores and Regional Managers score and higher Store Manager integrity scores.

*Greater than 95% confidence

REACH Quotient correlation to staff engagement

RQ Correlation to Staff Engagement



From the Store Managers that participated in the study it was found that those with higher REACH Quotient scores had high staff engagement scores.

Store Managers that score over 3.5 REACH Quotient when rated by their managers also score significantly higher engagement scores from their team (5.26 v. 4.54*). The study found a direct correlation between high REACH Quotient score and high staff engagement scores.

*Confidence greater than 99%

REACH Quotient Vs Halogen Leadership Appraisals

The retail chain that participated in the study conducted Halogen Leadership Performance Appraisal Assessment for 18 months prior to the 2018 study.

Store Managers with higher REACH Quotient Scores had correspondingly high Halogen Leadership Appraisal Assessment scores*.

The study found a direct correlation between high REACH Quotient score and high leadership appraisal scores.

*over 95% confidence

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Conclusion

Organisations can reduce the amount of surveys and measures being used to develop management capability by using a single REACH survey. This will simplify reporting and target the focus of management capability development to strategies that will have the biggest impact.