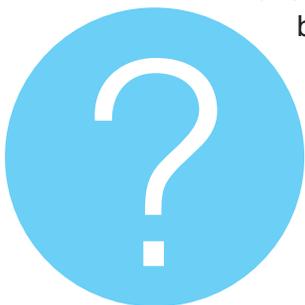




## The Dilemma

Companies recognize that skills gaps exist and quality training helps to close those gaps resulting in bottom line improvement. However, many companies lack the time and resources to fully understand which needs in which areas should be prioritized for maximum financial impact.

Some companies first recognize a problem when tracked metrics begin to falter. Others may understand general areas of need, but do not have the means to drill down into the related competencies in order to apply the most appropriate training solution to the problem.



## The Solution

The Penn College Development Needs Assessment (DNA) for Business is a thorough yet easy to implement tool that identifies critical opportunities for improvement, targets specific training to address the gaps, and provides a means to track program effectiveness.

Our expert team of consultants guides companies seamlessly through the process, first working to determine lagging metrics, then garnering input from employees to determine areas of concern. This tiered approach focuses efforts on specific needs and develops training to build the skills necessary to deliver bottom line results.



## Understand the Building Blocks of Your Company

### Metrics Identification

The first objective of the DNA program is to identify which metrics are not up to standards. Those metrics may already be known to a company or Penn College consultants may suggest tracking new metrics that are commonly impacted by performance issues.

### Functional Measurement

This proprietary survey tool measures operational, procedural, and leadership strengths and opportunities within a company. Perceptions among various levels of an organization are analyzed across the most critical functions of the companies.

### Job-Specific Skills Analysis

The final building block of the program is a custom skills assessment designed to analyze specific job functions within a company. A tailored set of skills are evaluated based on company-specific subject matter expert input.

### Results and Recommendations

Upon completion of data gathering, a fully customized report is produced including compiled analytics and recommendations for addressing identified areas of concern.

## Gathering Better Data

While most survey and interview based assessments are designed to collect employees' view of themselves, DNA captures the skill perception of the company as a whole. Removing the bias of individuals' view of their own skill delivers a more honest, accurate view of a company's strengths and weaknesses.



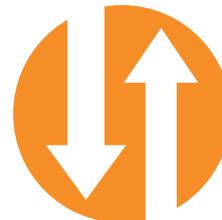
**Eliminates survey bias of the individual**



**Ensures a company-centric approach**



**Delivers more reliable data**



**Reduces fear and increases participation**

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