



CENTER FOR  
EXECUTIVE EDUCATION

A large, abstract geometric design composed of various colored diamonds and squares in shades of red, orange, and green, arranged in a complex, overlapping pattern. The design is centered on the page and serves as a background for the main title.

# HR ASSESSMENTS

**Center for  
Executive Education**

A TRAINING, HR ASSESSMENT & CONSULTANCY FIRM

**E**XPLORE  
XPERIENCE  
XCEL



**School of  
Business and  
Economics**

# CENTER FOR EXECUTIVE EDUCATION

The **Center for Executive Education (CEE)** aims to play an integral role in the long term development of corporate firms. CEE intends to help the corporate sector in achieving sustained competitive advantage by adding value to their human capital through cutting edge, applicative tool-based training programs.

We incorporate a pragmatic transformation in the corporate world by applying innovative and invigorating andragogy and techniques. With a rich and diversified blend of service offerings that include trainings, consultancies, assessments, social project initiatives, and certifications, we seek to create a positive impact on society and the stakeholders associated with us.

## Our Mission

CEE's mission is to offer an eco-system of outcome-based solutions to its clients. CEE will incorporate industry best practices which lead to transformational learning. Our team will deliver purpose-oriented intervention programs based on the latest scientific approaches that result in the learning and development of our clients' human resources, giving them the required competitive advantage. We will continue to bring about a pragmatic change in the environment we operate in; the stakeholders we collaborate with; our employees and the societal constituents we serve.

CEE is striving to become the most innovative capacity building and organizational development firm. We aspire to lead our industry by offering the most diversified portfolio of intervention techniques to enhance the intellectual capital of our clients.

## Our Vision

Your Partner Who Provides  
End-to-End HR Assessment Solutions  
for Your Organization



# HR ASSESSMENTS

## for Succession Planning

CEE facilitates corporations to perform Human Resource [HR] Assessment which is a process of systematically collecting data concerning existing employees' personalities and intellectual proficiencies.

Through our HR Assessments portfolio, our client organizations can:

- Get access to internationally accepted standards and mechanisms used to screen and recruit job applicants
- Get informed conclusions regarding their qualifications, skills, experience and knowledge
- Assess personalities and job relevant skills of existing human talent in order to promote them to the higher positions
- Be enabled to support self-leadership, competencies development and executive development

Our "HR Assessment Services" assist clients and their organizations to:

- Acquire and retain superlative human resource
- Facilitate in picking out the most talented employees in an organization
- Evaluate them regularly and provide a source for continuous improvement in their skill set

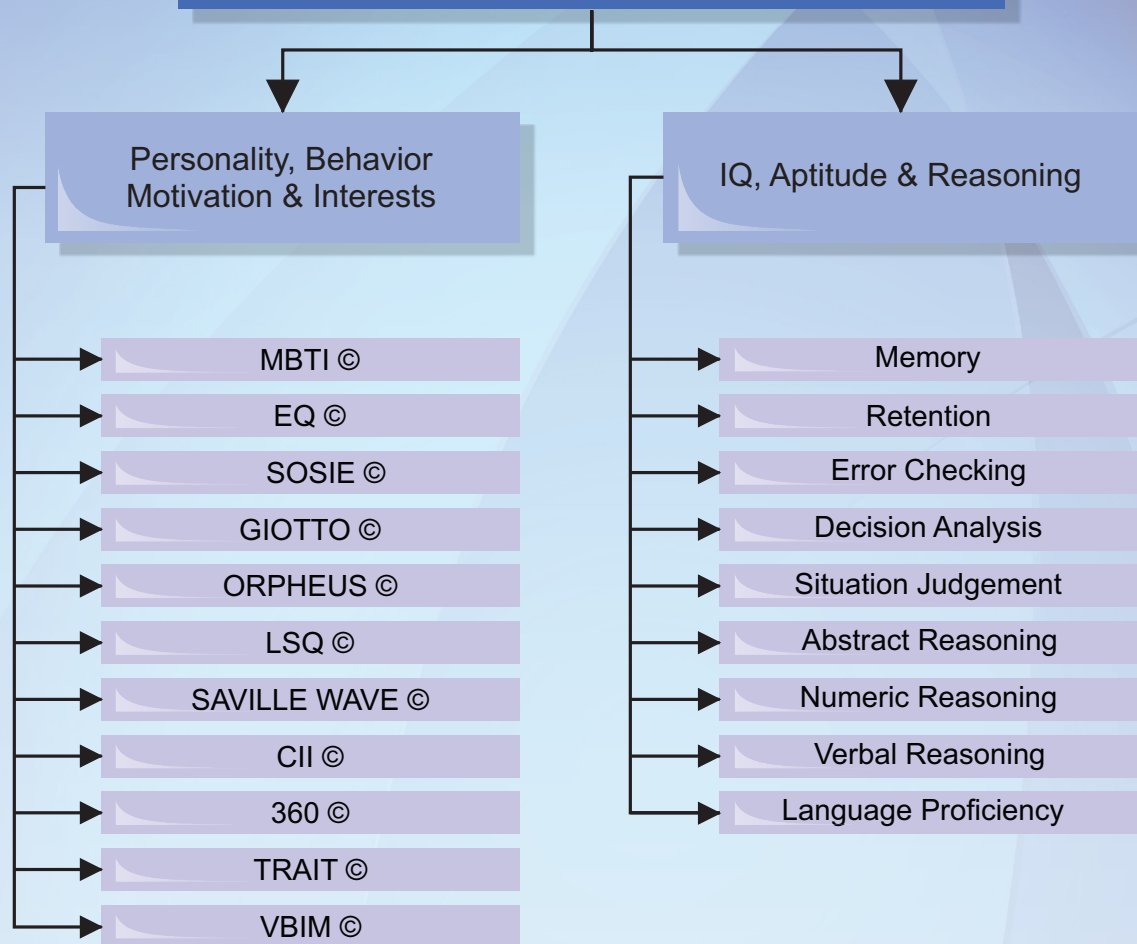
This allows to channelize potentials of outperforming employees by providing them career growth opportunities. Hiring and sustaining the right talent, particularly the future leaders, can be a cumbersome process. CEE helps organizations to overcome this cumbersome yet important process by providing various Psychometric Assessments outlined on the next page.

### KEY OBJECTIVES

- Enabling corporations to execute HR strategies and policies in line with corporate goals
- Assisting clients to hire the best human talent having the right knowledge, skills and abilities
- Facilitating clients to achieve betterment by comparing current performance with benchmarks
- Identifying areas for improvement
- Allowing corporations to retain valuable human capital through identification of future leaders and candidates of higher positions
- Providing further career growth opportunities to employees in an equitable manner



# PSYCHOMETRIC ASSESSMENTS



MBTI - Myers-Briggs Type Indicator  
EQ - Emotional Quotient  
LSQ - Learning Style Questionnaire  
CII - Career Interest Inventory  
VBIM - Value Based Indicator of Motivation

## ASSESSMENT TESTS





# ASSESSMENT CENTERS

Assessment Centers (AC) have the ability to simulate real work situations and are used to identify human talent with the best abilities and attitude. Assessment centers usually run up to 6 hours and have 4-6 people per session.



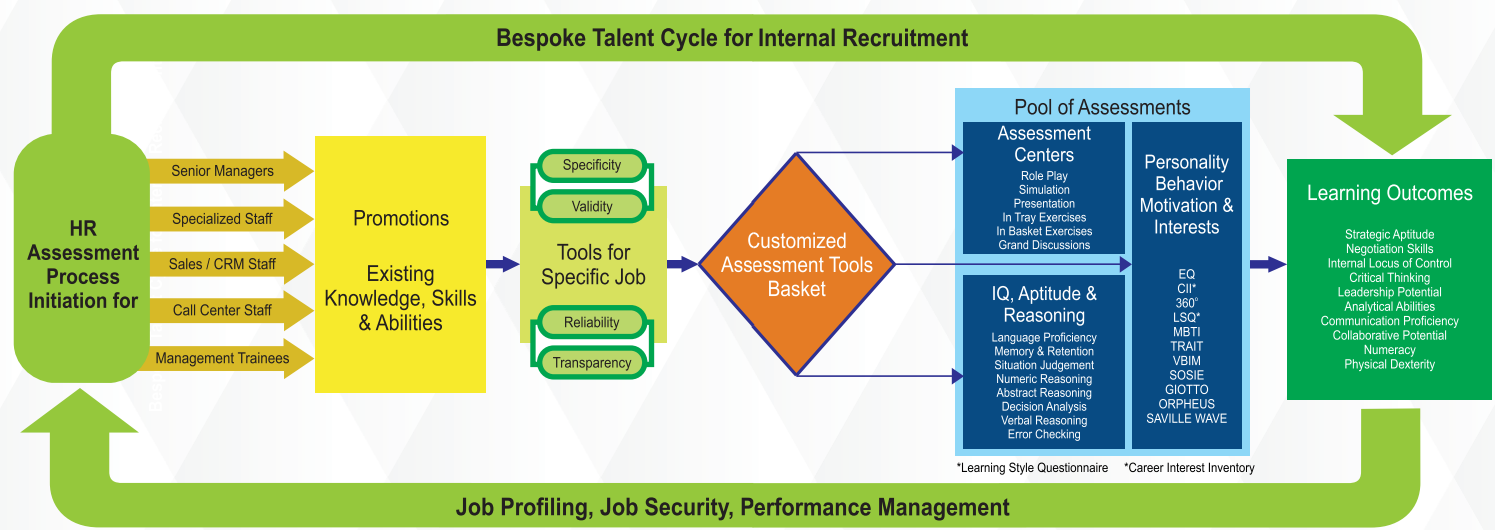
## Benefits of Assessment Centers

- In-depth, wholesome assessments
- Reliable and validated methods of assessing candidates, especially for bulk graduates
- Most fair and transparent methods of selection
- Facilitate hiring managers with additional information generally not be ascertained from any other method
- Immense savings in cost and time with productive outcomes

## Key Skills Measured



# HR Assessment Model





# PERSONALITY ASSESSMENTS

**50% of the companies** are now using **personality tests** to make their hiring and development process more meaningful and robust.

“Talent & Resourcing Global Survey”  
**Chartered Institute of Personnel and Development (CIPD)**

Personality Tests in particular help employees become more self-aware and work towards realizing their potential, saving time and cost in the selection process, decreasing turnover, and improving morale.

CEE offers **Signature MBTI** © (Myers-Briggs Type Indicator) tests  
[The most popular **psychological instruments** used in coaching and leadership development by many companies including 90 of top Fortune 100 companies.]

We also use **BIG FIVE** personality traits assessment techniques along with the MBTI.  
[BIG FIVE is one of the best accepted and commonly used models of personality in psychology.]

Other tests on personality assessment offered include **SOSIE Personality Traits & Values Tool, Orpheus Personality Test, EQ - Emotional Intelligence Test, LSQ – Learning Style Questionnaire, Giotto, Saville Wave, CII, 360 Degree Feedback, TRAIT and VBIM.**

## Practical Application

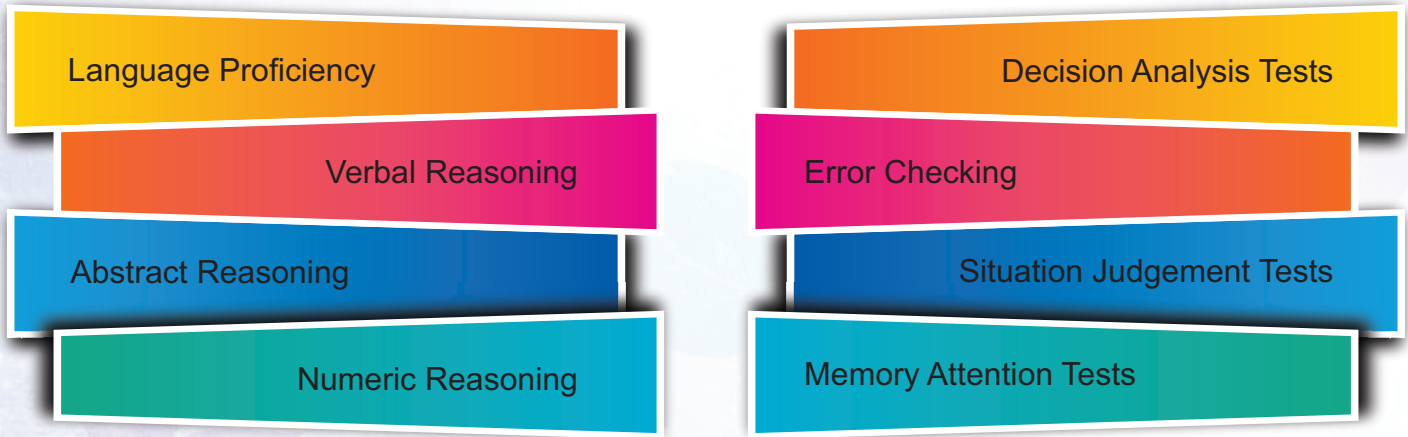
Our personality assessments can be used for:

- Leadership development, self-awareness, hiring, employee development, work place integrity, derailment and internal promotions
- Understanding the underlying causes behind communication breakdown and factors causing conflict
- A starting point for executive coaching sessions
- Providing unique insights into a person's personality which otherwise are difficult to gain

# IQ/APTITUDE TESTS

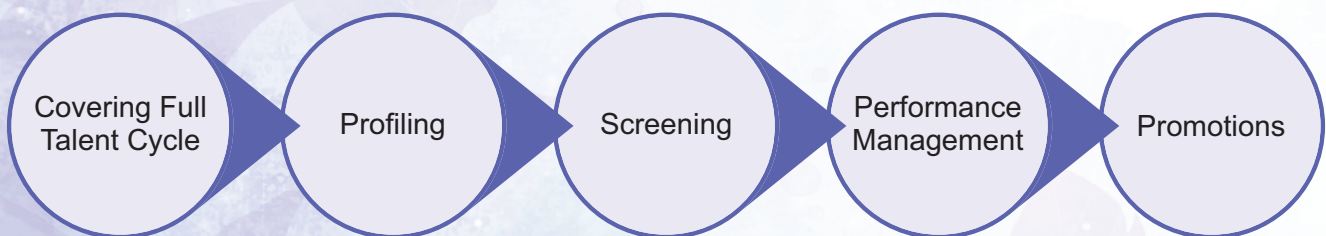
**IQ/Aptitude tests are one of the best methods employed by companies worldwide to recruit and select the best employees.**

As different departments and industries require various diversified skills, they need **specific**, **reliable** and **valid** tools. CEE offers wide range of IQ tests including:



## Practical Application

Our tests revolve around a common **Competency Framework**



**CEE manages the complete hiring and selection process based on the strict ethical standards of testing of CIPD, BPS and EFPA.**

We create, administer, interpret and manage bespoke tests for the following entities:

**01**

Senior managers, managers and professionals

**02**

Graduates (Volume Recruitment/ Management Trainees)

**03**

Sales, customer service and call center staff

**04**

Specialized staff (Legal, Finance, IT, HR, Engineering, etc.)



# BATCH HIRING

CEE provides **end-to-end solutions**, in terms of batch hiring, to Banks, FMCGs, Pharmaceuticals, Engineering Firms, etc.

Batch Hiring is a recruitment practice which involves hiring a large number of employees, particularly for entry level positions, within a short time period. We assist our clients to hire fresh graduates for the position of Management Trainee Officer [MTO] and provide various services as mentioned below:



## OUR TEAM



### **Manzar Bashir**

MBTI Step-1 and Step-2 Certified  
Senior Business Psychologist, British Psychological Society  
Member of The Special Group on Coaching Psychology  
Chartered Member of The CIPD, UK  
Member, European Federation of Psychologists Association



### **Dr Naveda Kitchlew**

Doctor of Business Administration  
University of Bath, UK  
MA Industrial Organizational Psychology  
National Louis University, USA



### **Aly Raza Syed**

HR Practitioner, OD Interventionist and Consultant  
MBA International Business  
Helsinki School of Economics and Business Administration  
Helsinki, Finland



### **Sami Ullah Bajwa**

Management Practitioner, Mentor and Consultant  
MS Entrepreneurship and SME Management  
GCU, Lahore, Pakistan  
MBA  
UMT, Lahore, Pakistan

# OUR CLIENTS





# Center for Executive Education

A Training, HR Assessment & Consultancy Firm

**Transforming Attitudes and Organizations  
by Challenging Minds!**

## Contact Information

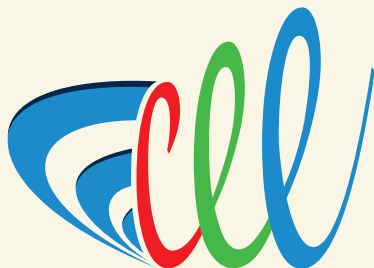
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