

# Human Resource Executive®

## Top Products

# And the Winners Are...

The editors of Human Resource Executive® announce their choices for the top 10 HR products of 2013.

Here's our list of the Top HR Products winners for 2013. We received this year an exceptional number of standout entries, which made choosing the winners that much harder. As in years past, we relied on a combination of staff picks and input from outside experts and analysts to narrow down the list to the 10 you'll read about below.

This year's Top HR Products run the gamut of HR, from benefits to payroll to recruiting to career development. One award winner is designed specifically around the Affordable Care Act and its many (and still evolving) rules and regulations, while another lets HR do a "deep dive" into employee

engagement. Another uses gamification to spur employees into making more and better referrals. In keeping with recent trends, social and mobile are well-represented, but this year's crop makes exceptionally good use of these mediums in order to make HR's job easier. (To be considered, products had to be released between July 2012 and June 2013.)

In our estimation, the products you'll find in the next few pages are the best of the solutions we received, and can—we think—not only deliver on their promises but also make HR's job a little easier. As always, though, we encourage you to perform your own due diligence before making any investments.

## Reflect by GMAC powered by Hogan Graduate Management Admission Council, Reston, Va., and Hogan Assessment Systems, Tulsa, Okla.

**What It Is:** Reflect by GMAC is a self-directed soft-skills-development platform—based on research by the Graduate Management Admission Council and powered by Hogan Assessments—intended for MBA students and professionals. Users walk through three different components: a self-administered online personality assessment that breaks his or her strengths, weaknesses and core values into characteristics that drive 10 business competencies (decision-making, drive, operational thinking, innovation, resilience, strategic self-awareness, strategic vision, collaboration, interpersonal intuition and valuing others); a report on the assessment results; and a personalized development plan with content specific to their career goals. Included in this third component is a benchmarking section where participants can compare their scores against high-performing professionals. Business students and professionals can download PDFs of their reports to share with hiring managers and supervisors. The product's sales price of \$99.99 covers three years of access to the Reflect report and its resource library.

**Why We Like It:** Our magazine, website and blog have been rife with stories about the growing need for improved soft-skill competencies among organization's new hires and future leaders. By putting this tool into the hands of the very people it aims to improve—MBA students and professionals, as opposed to their managers, supervisors or other corporate leaders—Hogan and GMAC are giving those in dire need of this help sole ownership of their soft-skills status, plan for improvement and report accessibility. This can be a real boost for HR and hiring professionals because a job candidate's soft-skills "fit" to a culture or position can be determined and worked on personally, by the candidate, well before the recruiting or interviewing phase—taking the pressure off HR to detect these weaknesses and strengths, and address them. Reflect's user-friendliness is also a huge plus—with helpful, straightforward explanations to guide participants through assessments and summaries; a robust hovering-mouse capability that breaks out what results mean compared to others with better scores; and tips for improving targeted weaknesses and enhancing competencies for desired professions or jobs. We think the price is right, too.



[www.gmac.com/reflect](http://www.gmac.com/reflect)

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