

# Reflect™ by GMAC

POWERED BY  
 HOGAN

A soft-skills solution  
brought to you by GMAC



**YOU GIVE STUDENTS THE EDUCATION ADVANTAGE.  
NOW GIVE THEM THE REFLECT™ ADVANTAGE.**

- Built by the Graduate Management Admission Council and powered by Hogan Assessments
- Based on 10 key competencies identified by 900 corporate recruiters as essential in the workplace
- Users have access to hundreds of resources that allow them to improve on their own
- The assessment provides users with a heightened personal awareness, more effective on teams and attractive to corporate recruiters
- Gives greater insight into a student's strengths beyond GPA, and test scores
- Users can benchmark performance against other students and graduate business professionals

The assessment measures 10 key competencies identified by 900 corporate recruiters and business schools.



COMPETENCY	DEFINITION
<b>INNOVATION</b>	<p><b>Generates new and unique ideas; makes connections among previously unrelated notions; adds value to situations requiring original thinking</b></p> <ul style="list-style-type: none"> <li>Generates unique and clever solutions and ideas</li> <li>Expresses intellectual curiosity to discover hidden patterns or interrelationships</li> <li>Leans away from existing frames and structures to new/different approaches</li> <li>Is comfortable with ambiguity</li> </ul>
<b>OPERATIONAL THINKING</b>	<p><b>Takes into account project priorities and available resources to reach goals in the most efficient, timely, and cost effective way possible.</b></p> <ul style="list-style-type: none"> <li>Uses systematic thinking and approaches assignments in an organized and planful fashion</li> <li>Focuses on the details of an assignment without crossing the line into micromanagement</li> <li>Focuses on the commercial viability of the business</li> <li>Is process oriented</li> </ul>
<b>DECISION MAKING</b>	<p><b>Recognizes and understands issues, problems, and opportunities; develops potential alternatives or courses of action; selects a course of action based on the likelihood of success.</b></p> <ul style="list-style-type: none"> <li>Makes timely decisions with confidence</li> <li>Evaluates multiple alternatives before determining best solution</li> <li>Enjoys solving puzzles and tackling challenges</li> <li>Searches for the most efficient solution</li> <li>Recognizes possible obstacles and gaps</li> </ul>
<b>STRATEGIC VISION</b>	<p><b>Combines one's own ideas with those of others to envision the possibilities and map out a road to a better future.</b></p> <ul style="list-style-type: none"> <li>Advocates for pushing the status quo</li> <li>Keeps an open mind to ideas and possibilities</li> <li>Analyzes ideas for implications on the business and work environment</li> <li>Takes a long term view</li> <li>Demonstrates economic awareness and recognizes impact on surroundings</li> </ul>
<b>STRATEGIC SELF-AWARENESS</b>	<p><b>Recognizes own strengths and weaknesses and uses that information to guide personal growth and development.</b></p> <ul style="list-style-type: none"> <li>Accepts and acts upon feedback in an open and constructive manner</li> <li>Conveys self-confidence without arrogance</li> <li>Takes responsibility for mistakes and learns from them</li> <li>Learns from others</li> <li>Possesses knowledge of own capacity/capability and recognizes when to ask for help</li> </ul>
<b>RESILIENCE</b>	<p><b>Performs well under pressure or challenges (e.g. time, ambiguity, etc.); rebounds quickly from a setback.</b></p> <ul style="list-style-type: none"> <li>Tolerates scrutiny and responds appropriately to issues and challenges without becoming defensive</li> <li>Takes risks and is able to handle adverse outcomes</li> <li>Flexible - adapts when the situation calls for it</li> <li>Exhibits poise and confidence in chaotic situations</li> </ul>
<b>DRIVE</b>	<p><b>Establishes high performance standards for self and others; assumes personal ownership and accountability for achieving goals.</b></p> <ul style="list-style-type: none"> <li>Described as competitive and self-confident</li> <li>Acts to take control of situation</li> <li>Takes ownership and responsibility for achieving success</li> <li>Steps up to challenges even when things are not going well</li> <li>Moves to fill a gap or need</li> </ul>
<b>INTERPERSONAL INTUITION</b>	<p><b>Communicates persuasively in individual and group situations; adjusts approach, tone, language and non-verbal cues to the characteristics and needs of the audience.</b></p> <ul style="list-style-type: none"> <li>Senses the atmosphere of a situation and adjusts the message and delivery in "realtime"</li> <li>Picks up on verbal and non-verbal cues</li> <li>Communicates with appropriate modalities to influence moods and opinions</li> <li>Communicates directly while remaining tactful</li> <li>Exercises active listening skills</li> <li>Conveys enthusiasm for projects in context for the audience</li> </ul>
<b>VALUING OTHERS</b>	<p><b>Builds trust-based relationships with people by treating them with dignity, respect, and fairness, while valuing their diversity in background and views.</b></p> <ul style="list-style-type: none"> <li>Demonstrates sincere caring and concern for others</li> <li>Keeps an open mind regarding others views</li> <li>Advocates for work-life balance among team members</li> </ul>
<b>COLLABORATION</b>	<p><b>Develops positive working relationships that emphasize team accomplishment in conjunction with individual contribution.</b></p> <ul style="list-style-type: none"> <li>Builds and develops effective relationships across the organization using informal and formal networks</li> <li>Partners with others to solve problems or address challenges</li> <li>Described as approachable and cooperative</li> <li>Uses a team approach as a means to achieve success</li> <li>Able to resolve conflicts and handle confrontations constructively</li> <li>Provides information openly and freely to team members</li> </ul>

# FREQUENTLY ASKED QUESTIONS

## What is the Reflect™ advantage?

The Reflect™ self-assessment and development tool evaluates personal and professional qualities deemed imperative in today's workplace by 900 corporate recruiters. The Reflect tool provides concrete action items to help individuals learn more about themselves, improve their strengths, and address their weaknesses. The Reflect tool is the only interactive platform that goes beyond results to provide a personalized action plan, resource library, and benchmarking data from 14 job functions.

## What are the benefits of the Reflect™ software to individuals?

With Reflect users will:

- Gain a personal awareness of their strengths and weaknesses which will better prepare them to work in teams and present themselves in interviews.
- Learn how others who are different from them behave.
- Receive a customized action plan and a virtual executive coach to improve performance.
- Explore ways to enhance strengths and mitigate weaknesses.
- Get benchmark data to understand drivers of success in potential career paths.
- Discover areas for development based on career goals.

## What are the benefits to my organization?

- Provides user access to a virtual executive coach, thereby taking pressure off of your office to interpret the results.
- Free online facilitator training to understand how to help your students interpret individual results.
- Access to aggregate data for individuals in your organization.
- Allows you to craft your cohorts based on more than background, GPA or GMAT® score.
- Benchmark against graduate business programs or the business world so you can develop leadership training programs that fit your needs.

## What does the Reflect™ software measure?

The Hogan assessments that power the Reflect software measure personality. Because personality is stable, results won't change in the short term, but behavior can change as a result of active development. For example, certain personalities naturally prefer to work alone, but through active development, he or she can change behaviors to embrace teamwork, though their preference to work alone may remain.

## How much does the Reflect™ software cost?

The retail price is US\$99.99 and bulk pricing is available. To learn more, contact [reflect@gmac.com](mailto:reflect@gmac.com).

## What does a user get with a Reflect account?

Access to the Hogan assessment, Reflect™ Report results, and learning resources for 36 months.

## How do I purchase the Reflect software?

You can purchase the Reflect software by visiting [gmac.com/Reflect](http://gmac.com/Reflect) and using a credit card, a PO or an invoice as payment.



For more information about Reflect, or to request a demo contact [reflect@gmac.com](mailto:reflect@gmac.com).