



The Reid Report®

For over 60 years, The Reid Report has been used by many organizations in the U.S. and Canada to improve their workforce quality and drive business performance. Recognized as a powerful employment assessment, The Reid Report helps evaluate critical attitudes and behaviors needed for sound job performance.

The Reid Report evaluates attitudes and behaviors associated with high levels of integrity and responsible work habits.

Upon studying a collection of programs involving 12 clients using The Reid Report, an average return on investment (ROI) was 13 to 1.

Number of Items:
50-100 items
(Version Dependent)
Duration:
Approximately 15 Minutes for The Reid Report and an Additional 15 Minutes for Supplemental Dimensions

Dimensions of Measurement

- Integrity Attitudes:** levels of personal rationalization towards dishonest acts and tolerance of others who engage in dishonest acts
- Social Behavior:** admission items of recent criminal behaviors, including theft and workplace violence
- Substance Use:** admissions of recent illegal substance use
- Work Background:** collection of employment background and past workplace tendencies

Supplemental Dimensions of Measurement

- **Service Relations:** sociability, helpfulness, optimism, and self-restraint
- **Sales Productivity:** sociability, optimism, persistence, and influence

Benefits of the Reid Report

- Reduction of employee theft
- Increase in sales
- Decrease in turnover
- Improvement in customer service

Administration & Scoring

- Internet
- Interactive Voice Response (IVR)
- Paper & Pencil administration with fax-in scoring
- Foreign languages available
- Tailored versions for specific states and regions

The quality of your employees is crucial to the overall performance of your organization and can greatly affect your bottom line. Incorporating The Reid Report into your selection process can assist your organization in maintaining a high performance workforce across a variety of positions, including:

- Retail associates
- Sales professionals
- Transportation/Distribution personnel
- Hospitality staff
- Customer service professionals