

TWINDIX
BUSINESS ASSESSMENTS
SINCE 2016

**Innovative Organizational ASSESSMENTS
For Leadership & Recruitment Excellence**

Executive Summary

Twindex is a pioneering company FOUNDED IN 2016 IN THE UNITED KINGDOM, with a regional hub in Dubai, that has rapidly become a global leader in developing innovative assessment tools. Our solutions empower organizations to elevate leadership performance and streamline recruitment processes through data-driven insights. With products such as the Twindex Executives Assessment and Job Bar Assessment, we help companies place the right individuals in the right roles—driving sustainable growth, reducing turnover, and enhancing overall operational efficiency.



Key highlights:

- Trusted by consulting firms and multinational corporations worldwide.
- Over 27 patents and a steadfast commitment to investing
- Comprehensive, research-based assessments delivered quickly and efficiently to support critical strategic decisions.

25% OF ANNUAL REVENUE IN RESEARCH AND DEVELOPMENT.

About Twindix – Our Story and Values

STARTED IN 2016 IN THE UNITED KINGDOM

and rapidly expanding to serve a global market from our Dubai office, Twindix was built on a vision of transforming organizational assessments. Our mission is clear: to help organizations align human capital with strategic objectives, ensuring that every leadership decision and recruitment choice propels the company toward its full potential.



At our core, we believe in: _____

• INNOVATION:

Leveraging advanced algorithms and rigorous research to redefine assessment accuracy.

• INTEGRITY:

Upholding the highest ethical standards in all our business practices.

• INSIGHT:

Delivering actionable intelligence that turns data into decisive action.

• IMPACT:

Creating measurable improvements in leadership performance and talent management.

• CONTINUOUS IMPROVEMENT:

Investing in research and development to stay ahead of evolving market needs.



Global Presence and Milestones

Since our inception, Twindix has expanded its reach across continents, establishing a solid presence in key markets. Our journey is marked by significant milestones:



Our global footprint is a testament to our commitment to excellence and innovation.

2017

In 2017, the research team expanded its efforts by refining data collection methods and formulating the GHSTA framework, which defined essential attributes of mature business leadership.

2019

In 2019, the project advanced into Asian markets, where the team integrated diverse cultural perspectives with robust data analytics to enrich the evolving assessment model further.

2021

In 2021, the research expanded into African markets, where continuous data analysis and iterative refinement further honed the assessment tools and validated the innovative GHSTA framework.

2023

In 2023, global data from the United States, Europe, Asia, and Africa was consolidated, culminating in robust validation of the GHSTA framework and refined assessment tools.

2016

In 2016, Twindix launched its pioneering project, establishing a bold vision to develop transformative business assessments and initiate the first milestone of a global research initiative.

2018

In 2018, Twindix extended its research to key markets in the United States and Europe, establishing rigorous analytical processes and gathering comprehensive insights for further innovation.

2020

In 2020, Twindix achieved a significant breakthrough by developing an advanced algorithm, substantially improving assessment precision and marking a pivotal evolution in its research journey.

2022

In 2022, Twindix implemented advanced analytical techniques and incorporated extensive stakeholder feedback, driving further refinement of its AI algorithm and strengthening its globally integrated research methodology.

2024

In August 2024, Twindix executed its final milestone by launching the flagship assessments globally, marking the culmination of a rigorous multi-year research journey and technological innovation.

Our Flagship Products

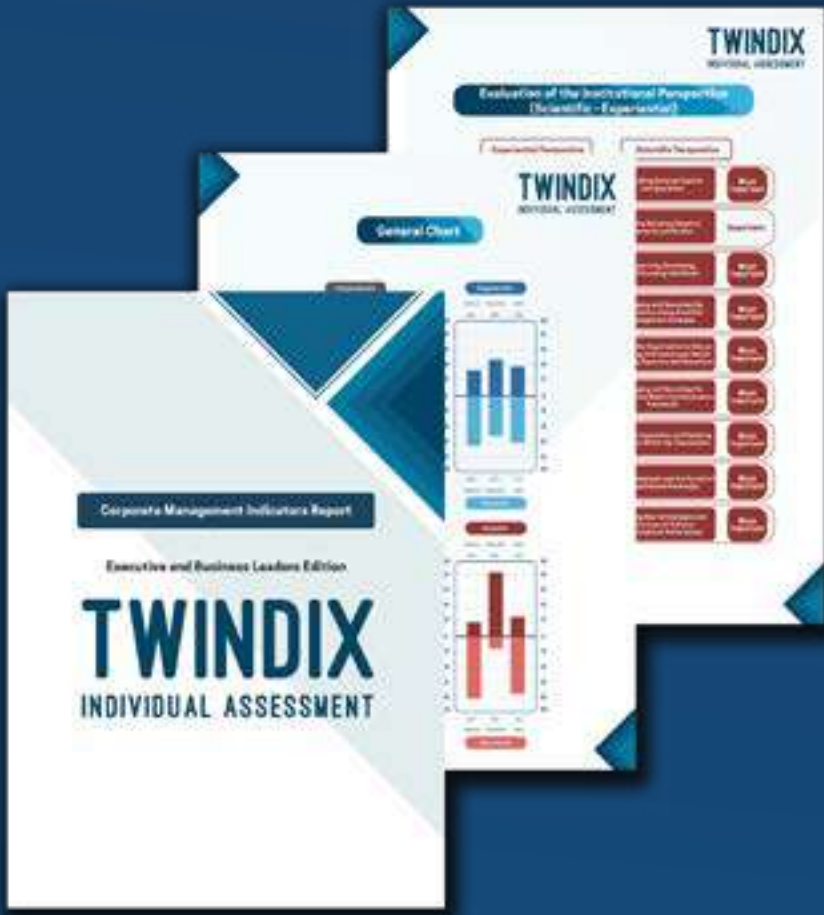
Twindex offers two primary solutions that address the most critical challenges in leadership and recruitment:

01 — TWINDIX EXECUTIVES TEST



A comprehensive leadership assessment tool that benchmarks executives against the top **1,500** GLOBAL LEADERS

Delivered as a 49-page report packed with actionable insights, it measures critical managerial behaviors and identifies areas for strategic development.



These products are underpinned by robust scientific research and are designed to solve realworld business challenges.

02 — JOB BAR

JOB BAR Assessment by TWINDIX

An advanced candidate assessment system that aligns core competencies with job-specific requirements.

It objectively measures a candidate's fit for a role, ensuring that organizations can reduce costly mis-hires and lower employee turnover.



The Twindex Executives Assessment – Research-Driven Excellence

On February 15, 2016, our dedicated research team embarked on a groundbreaking study involving business leaders from various industries.

The goal was to understand the deepest aspirations that drive executive success.

The study revealed a surprising commonality—



Over 94%

of participants emphasized five core themes that were later encapsulated in the concept of the GHSTA Organization (Growing, Healthy, Sustainable, Target-Achieving Organization).



This insight laid the foundation for the **Twindex Executives Test**.

(GHSTA Executives) and reactive, intuitive

By distinguishing between two types of leadership behaviors—mature, strategic

(Natural Executives)—our test provides a clear, actionable evaluation of an executive's potential.

The assessment, designed to be completed on a computer in under 20 minutes, generates a comprehensive report in less than a minute,

offering immediate clarity on leadership strengths and areas for improvement.



Research Methodology & Key Findings

Over an eight-year period, our research involved more than 1,500 business leaders across 25 industries and 50 countries.

Our team analyzed	and identified
CRITICAL 12 FACTORS	KEY MANAGERIAL 36 BEHAVIORS

THAT DEFINE SUCCESSFUL LEADERSHIP

These behaviors fall into four major categories:

- 1. Planner vs. Responsive:**
Proactive strategizing versus reactive management.
- 2. Comprehensive vs. Focus:**
Comprehensive oversight versus selective attention to core priorities.
- 3. Scientific vs. Intuitive:**
Data-driven decision making versus reliance on intuition and personal experience.
- 4. Auditor vs. Draining:**
Strategic resource management versus overextension in pursuit of objectives.

Each of these behaviors exists in two forms—a mature version exemplified by GHSTA Executives and a natural form observed in less developed leadership practices. Our methodology not only highlights these differences but also provides a clear benchmark for what constitutes effective leadership.

Case Studies in Leadership Transformation

Our innovative approach has delivered tangible results for numerous organizations. Consider the following examples:

Case Study 01: MANUFACTURING EXCELLENCE

A major manufacturing firm implemented the Twindex Executives Test and saw a **72%** improvement in leadership effectiveness. The assessment helped the firm identify strategic gaps and provided targeted recommendations, resulting in streamlined operations and enhanced decision-making processes.



Case Study 02: FINANCIAL SERVICES TURNAROUND

A leading financial institution leveraged our assessment tools to reduce employee turnover by 40%. By placing the right leader in a critical role, the company was able to stabilize operations, boost productivity, and enhance overall performance.

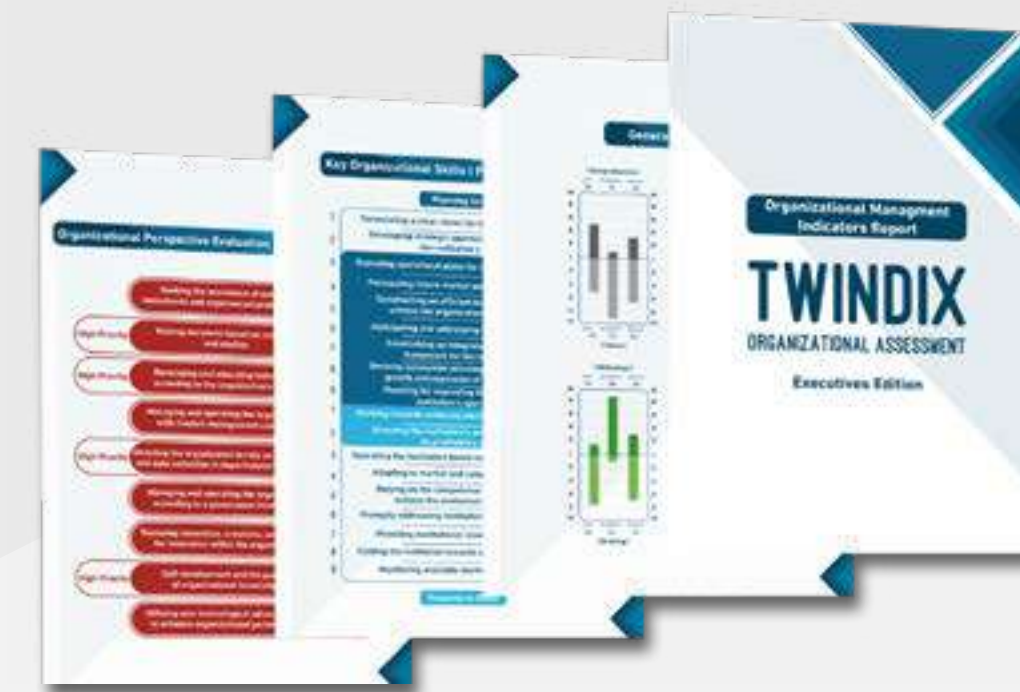
These examples demonstrate how our research-driven assessments translate into measurable business success.

Key Statistics & Impact Metrics

Our research and tools have consistently produced impressive outcomes:

- **SELF-AWARENESS GAP:** While **95%** of leaders believe they understand their potential, only **15%** achieve true self-awareness based on our rigorous metrics.
- **TURNOVER CHALLENGE:** Approximately **74%** of U.S. companies face high costs associated with employee turnover.
- **EFFICIENCY:** Our leadership assessment takes just **20 minutes** to complete, generating a detailed **-49page** report that drives strategic action.

These figures underscore the critical need for innovative assessment solutions in today's competitive business environment.



In-Depth Look at Job Bar

The Job Bar assessment was born out of a fundamental question: "If an executive could focus on only one critical role, what would it be?" Extensive research revealed that the most significant challenge for organizations is placing the right person in the right position. Traditional recruitment methods often fall short due to the absence of clear competency standards and objective evaluation tools.

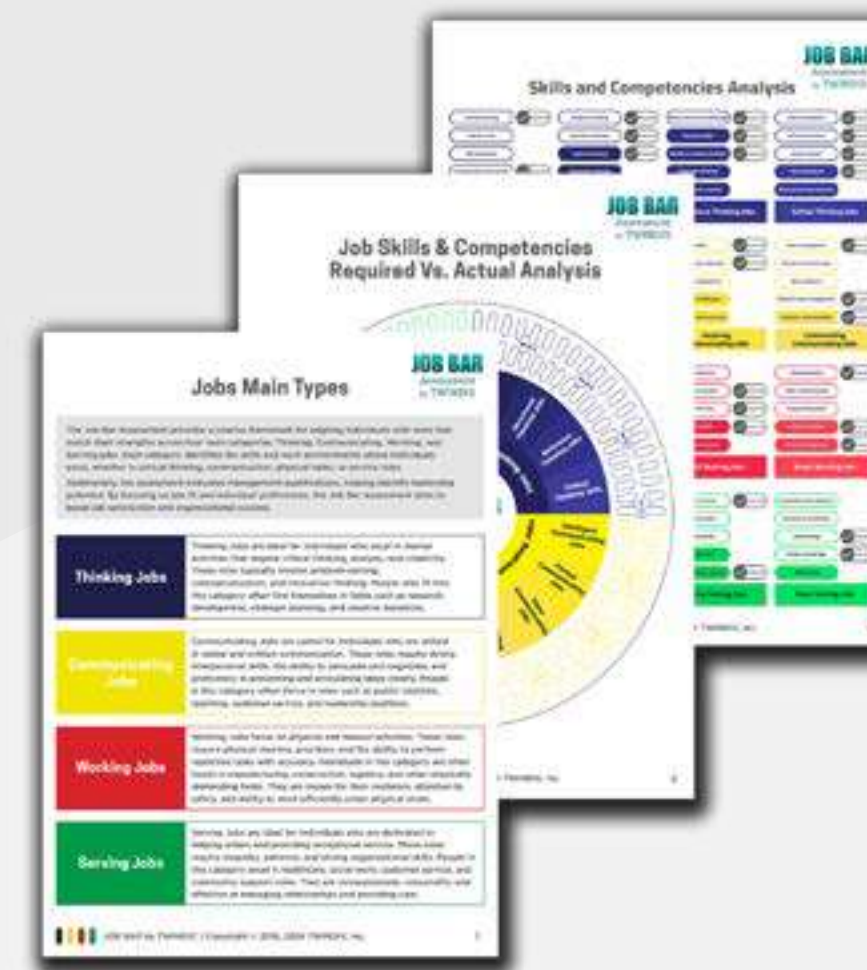
Each category is further subdivided into four subtypes, with each subtype defined by five core competencies essential for job success. This rigorous framework ensures that hiring decisions are based on precise, objective criteria

Job Bar addresses these issues by offering a scientifically grounded assessment built on eight years of research. Our study classified 12,000 Jobs across more than 217 industries fields into four primary categories:

- **Thinking Jobs**
- **Communication Jobs**

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- **Thinking Jobs**
- **Communication Jobs**
- **Effort Jobs**
- **Serving Jobs**



THE JOB BAR ASSESSMENT PROCESS

The Job Bar assessment process is structured to provide clarity and precision at every step:

1. Benchmark Assessment:

Hiring managers conduct a detailed assessment to define the ideal candidate profile, establishing clear, role-specific benchmarks.

2. Applicant Assessment:

Candidates complete a comprehensive evaluation that measures their core competencies in relation to the role's requirements.

3. Job Environment Fit:

The assessment also evaluates how well the candidate's working style aligns with the specific demands and dynamics of the organization.

4. Comparative Analysis:

The candidate's performance is compared against the benchmark, yielding an objective fit score.



This systematic process not only refines recruitment but also enhances long-term employee retention and performance.

Client Success Stories & Testimonials

Our clients consistently report transformative results after implementing our assessment tools. Here are a few testimonials:

“The **Twindex assessments** revolutionized our hiring process—our decisions are now more precise and data-driven, leading to improved performance across the board.”

- Senior HR Director, Global Manufacturing Firm

These success stories highlight our commitment to driving real, sustainable impact for organizations around the world.

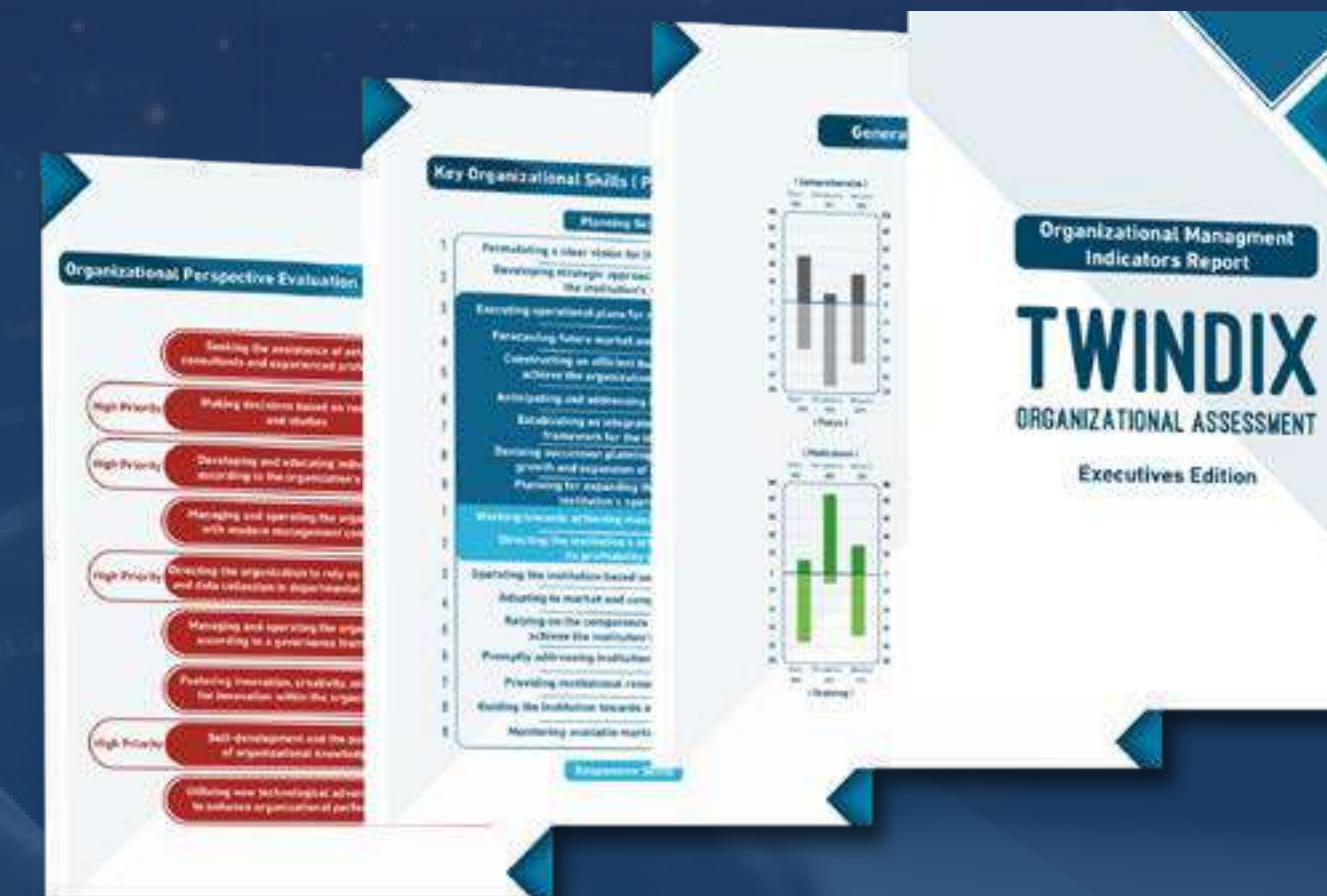
“**Twindex** changed the game for our recruitment strategy. The clarity and actionable insights provided by both the Executives Test and Job Bar have led to a measurable increase in leadership effectiveness and reduced turnover.”

- CEO, Leading Financial Institution

RETURN ON INVESTMENT & STRATEGIC VALUE

Organizations that deploy Twindix's assessment tools enjoy significant benefits, including:

- **Cost Savings:** By reducing hiring mistakes and lowering turnover rates, companies save substantial amounts on recruitment and training.
- **Enhanced Efficiency:** Data-driven assessments streamline decision-making processes, leading to faster, more effective leadership transitions.
- **Long-Term Growth:** With the right leaders in place, companies experience sustained improvements in productivity, innovation, and overall performance



Our tools not only provide immediate insights but also deliver long-term strategic value, making them a critical investment in an organization's future.

RESEARCH & DEVELOPMENT - OUR ENGINE OF INNOVATION

At Twindex, innovation is in our DNA.

We reinvest **25% OF OUR ANNUAL REVENUE** into research and development, fueling continuous advancements in our assessment methodologies.

- With over 27 patents, our technology is at the forefront of organizational assessments.
- Our R&D team works relentlessly to refine algorithms, incorporate emerging scientific insights, and develop next-generation tools that anticipate market needs.



This unwavering commitment to innovation ensures that our clients always have access to the most advanced and effective assessment solutions.

Thought Leadership & Industry Insights

Our expertise extends beyond product development—we are active contributors to industry thought leadership. Our team regularly publishes whitepapers, participates in international conferences, and shares insights that shape the future of organizational assessments.

- Our research findings have been featured in **leading business journals and industry reports**.
- We continuously **engage with academic and professional communities** to explore emerging trends in leadership, talent management, and performance optimization.



Our dedication to knowledge sharing **reinforces our position as**
A TRUSTED ADVISOR IN THE WORLD OF BUSINESS
ASSESSMENTS.

STRATEGIC PARTNERSHIPS & GLOBAL COLLABORATIONS

Collaboration is key to our success. Twindex has forged strategic partnerships with

RENOWNED
CONSULTING FIRMS

INDUSTRY
LEADERS

AND MULTINATIONAL
CORPORATIONS WORLDWIDE.

These alliances enable us to continuously validate and enhance our methodologies through realworld applications.

Joint research initiatives and co-branded projects further solidify our reputation as innovators in organizational assessments.

By working closely with our partners, **WE ENSURE THAT OUR SOLUTIONS REMAIN AT THE CUTTING EDGE OF INDUSTRY DEVELOPMENTS.**

OUR LEADERSHIP TEAM

At the heart of Twindix is a leadership team composed of seasoned professionals with extensive experience in:

- **Organizational Development**
- **Research**
- **Technology Innovation.**

Our executives bring decades of expertise from top multinational corporations and consulting firms.

The team's strategic vision, combined with a relentless drive for excellence, propels Twindix to new heights.

Each member of our leadership team is committed to fostering an environment of

INNOVATION, INTEGRITY, AND CONTINUOUS IMPROVEMENT.



Corporate Culture & Internal Excellence

Our internal culture is as innovative as our products.
At Twindex, we foster a dynamic work environment built on **COLLABORATION, CONTINUOUS LEARNING, AND A PASSION FOR EXCELLENCE.**

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We invest in employee development programs, mentorship initiatives, and regular training sessions to ensure our team remains at the forefront of industry trends.



Future Vision & Strategic Roadmap

Looking ahead, Twindex is poised for sustained growth and continued innovation. **Our strategic roadmap includes:**



Our forward-thinking approach ensures that we remain the partner of choice for organizations committed to leadership excellence and recruitment precision.

MARKET EXPANSION

Broadening our global footprint to serve emerging markets and new industry sectors.

PRODUCT EVOLUTION

Developing next-generation assessment tools that leverage artificial intelligence and machine learning.

ENHANCED PARTNERSHIPS

Building deeper collaborations with industry leaders and research institutions to refine our methodologies.

Our Methodology in Action

The success of our solutions is rooted in a robust, consultative approach that guides our clients from initial engagement to full-scale implementation. Our methodology includes:

INITIAL CONSULTATION

Understanding your organization's unique challenges and objectives.

TAILORED ASSESSMENTS

Customizing our tools to align with your specific needs.

This process guarantees that our clients receive maximum value and sustained impact from our assessments.



DATA-DRIVEN FEEDBACK

Providing clear, actionable insights based on comprehensive analysis.

ONGOING SUPPORT

Ensuring continuous improvement through regular follow-ups and training sessions.

Engagement & Implementation

Partnering with Twindix is a seamless experience designed to drive immediate and long-term benefits:

ONBOARDING

Our expert team guides you through every step—from the initial consultation to full integration of our assessment tools.

TRAINING

Comprehensive training sessions equip your team to fully leverage our technology.

SUPPORT

Ongoing customer support and regular updates ensure your organization always has access to the latest insights and innovations.

Begin your journey to transformative leadership and recruitment success with Twindix today.



Customizable Solutions & Additional Services

Beyond our core assessments, Twindix offers a suite of customizable services designed to address the unique challenges of your organization:

CONSULTANCY SERVICES

Expert advice on leadership development, talent management, and strategic workforce planning.

BESPOKE RESEARCH PROJECTS

Tailored studies that delve into specific industry challenges and opportunities.

LEADERSHIP TRAINING PROGRAMS

Comprehensive training modules to help your executives refine their strategic skills and drive organizational success.



These additional services ensure that every aspect of your organizational development is supported by cutting-edge insights and expertise.

Appendices & Detailed Research Data

For those seeking deeper insights into our methodologies, we provide extensive appendices detailing our research and data analyses:

METHODOLOGICAL FRAMEWORKS

An in-depth look at the processes and scientific methods that underpin our assessments.

DATA SETS & CASE STUDIES

Detailed statistical analyses and case study summaries that illustrate the impact of our tools.

WHITEPAPER SUMMARIES

Abstracts and key findings from our published research, available for further reading.



Global Impact – Metrics & Insights

Twindex's impact is reflected in the impressive metrics and success stories from our global client base:

Our global impact underscores the transformative power of scientifically driven assessments

REGIONAL SUCCESS STORIES

Quantitative data and narratives from organizations in **North America, Europe, the Middle East, and Asia.**

IMPACT ANALYSIS

Graphical representations of improvements in leadership performance, recruitment efficiency, and employee retention.

CLIENT FEEDBACK

Aggregated survey results that demonstrate high satisfaction rates and measurable improvements in organizational performance.

At Twindix, we believe that every organization deserves the right leader and the perfect team to drive its success. Our comprehensive assessments—the Twindix Executives Test and Job Bar— are not just tools; they are strategic investments in your company’s future.

We invite you to experience **THE TWINDIX DIFFERENCE**

- Transform your leadership.
- Enhance your recruitment precision.
- Achieve sustainable, long-term growth.

Contact us today to schedule a demo, request a consultation, or learn more about how Twindix can help your organization excel.

TWINDIX

Where Innovation Meets Excellence

