

ABOUT THE CHALLY TOOL

The Chally Assessment was developed more than 40 years ago to help organizations with large sales functions improve their ability to select, hire and develop sales talent. Through decades of benchmarking studies looking to identify the competencies that distinguish average or below average performers from high performers, Chally developed benchmarks for the attributes of 18 distinct selling roles. The combined 133 attributes comprise the Chally database.

Since 2014, GrowthPlay has been leveraging these statistically validated predictive competencies to help lawyers and professional services providers deepen their understanding of their own natural selling skills and styles. This is not a performance evaluation. This is a tool to help you gain insights into what plays to your natural strengths and to broaden your understanding of the multiple paths to business development success.

REPORTS

You will receive two reports from GrowthPlay. The **Strengths Report** identifies your natural selling strengths across 133 competencies attributed to high-performing business developers. These strengths are divided into three categories: Sales Competencies, Leadership Competencies, and Personal Attributes. The **Selling Styles Report** shows how your natural aptitudes match across six common selling "styles" for lawyers. If you are looking for new approaches to business development or want insight into the types of business development activities that would be best for you, this is a good place to start.

ASSESSMENT RELIABILITY

The assessment measures motivation and relevant skills that have been acquired over time. The results for most people are highly reliable and stable over time. This means that for people who take the assessment, over 90% will have nearly the same results from one year to the next. This does not imply that people cannot change – only that most people do not. If, at the age of 20, an individual likes baseball and does not like horror movies, chances are that, at age 60, this person will still like baseball and avoid horror movies. Note, also, that for most people, short-term circumstances usually do not affect the results, i.e., having a good or bad day will usually not change the scores.

ASSESSMENT ACCURACY

While no assessment can be perfect, GrowthPlay Chally standards for accuracy are quite high. In general, 95% of the people who review their own results feel that the assessment was 95% accurate in describing them. Often, if some part of the results does not seem to fit, it is a good idea to ask a close friend or family member to also review the results. If they agree with the results, it is likely that this is an area a person is less conscious of and represents a blind spot in one's own self-awareness.

RECOMMENDED NEXT STEPS

1. **Understand your strengths.** The report provides insights into your natural business development aptitudes, so it is worth investing the time to learn what they are and what they mean.
2. **Self-Assess Your Current Skill Level.** Once you understand what your predictive competencies are, consider whether you currently are performing in this area and, if not, whether you know *how* to develop those skills.
3. **Decide what matters.** Does every competency you have equal weight? Consider those competencies that feel like they will have the most impact on your current efforts.