

# Attizde

## Discovering aptitudes is child's play

*A professional is a person "with knowledge, who knows how to do the job, who knows how to be on the job". Schools teach knowledge, corporate training takes care of know-how but knowing how to be, embodying aptitudes and soft skills, tends to be rather neglected.*

*"So-and-so is a born salesman", "What's his name is the perfect accountant" and "What's her name was born to do this job". Are these all lucky individuals working in an occupation that they "like"?*

*It is precisely what these lucky individuals "like", that is their aptitude, that makes them suited to their occupation.*

*How optimistic they are and how they manage to overcome setbacks. How they make decisions, whether it is choosing a gift or a supplier. How they react to bad driving by another user or to a late delivery. Their aptitudes are the all-important factors in these types of situations.*

*To discover and measure these aptitudes Attizde has developed a fun video game and a sophisticated algorithm capable of defining the player's profile in line with the twelve aptitudes of the MASPI model, which has been used by Milan's Bocconi University for over 20 years. Those outdated and costly tests comprising hundreds of multiple-choice questions are about to be put on the shelf.*

*Today due to the technological revolution and the labour market, young people, and the not-so-young, often have to explore new career paths to overcome times of unemployment. So the many skills they have accumulated over time are, in reality, inadequate assets for starting, or restarting a successful career.*

*On the other hand, companies are looking for new tools to automatize and streamline assessment of employees and job candidates, both individually and collectively as a work team.*

*Measuring and comparing an ideal profile with that of an individual has never been so fast, objective and enjoyable as it is with Attizde. The most significant innovation in the HR world since the invention of the CV!*

## What are aptitudes and soft skills?

Some people like complexity, they are pragmatic and they enjoy a challenge. Others prefer to do one thing at a time, evaluate and receive feedback on their work and want to know the why of things.

When we make a decision Attizde can understand and measure whether we give greater weight to listening, analysis, planning or the decision-making process. If we look at the big picture when dealing with a situation or if we delve into details. If we treat others as equals or if we consider the differences in role and rank, if we are cold or empathetic. If we see the glass half full or half empty, and, lastly, whether we promote our ideas with more or less conviction.

When it comes to aptitudes and soft skills it is most important to keep in mind that positive and negative aptitudes do not exist. Aptitudes are simply more or less suitable for particular roles, careers and organizations. For example, a systemic aptitude that looks at the big picture would have trouble adapting to a repetitive activity, whereas optimism or a positive thinking aptitude is particularly suitable for business or highly challenging occupations.

Knowing your aptitudes, or knowing yourself as Socrates affirmed, is fundamental for both individuals and organizations. It enables the individual to identify those professions for which they are most "suited", and organizations to avoid placing individuals in roles for which they are not at all suited.



*A videogame frame*

## The videogame test and the 45,000 possible profiles

Attizde is based on an enjoyable video game developed ad hoc that measures and defines the player's aptitudinal profile in just over 20 minutes.

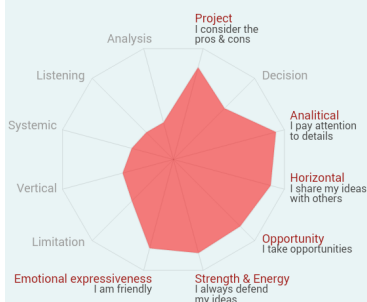
Just as in all modern video games Attizde has based its game on "involvement" and "entertainment". The players get so involved in their encounters with virtual characters that they talk to them as if they can be heard. In this way all players, even experienced recruiters, spontaneously manifest their aptitudes.

This has allowed us to do away with those never-ending lists of tedious, unrewarding multiple choice questions, typical of all aptitude tests. Whereas our sophisticated algorithms for interpreting player behaviour automatically calculate an accurate, specific and detailed result and eliminate the need to wait around for an expert's assessment.

Attizde identifies and records the player's behaviour by gathering 220 different indicators, both implicit and explicit. Attizde processes these indicators according to 12 dimensions and comes up with a personalised profile from the 45,000 possible profiles. It then communicates this outcome in three ways so that it is easily comprehensible to all: in a condensed version, as radar/bar charts and in detail. So players can immediately compare their results with the ideal profiles of hundreds of occupations and find, on their own, the ones to which they are most suited.

I consider the pros & cons, I pay attention to details, I am friendly & I share my ideas with others, I take opportunities and I always defend my ideas

I plan a lot and I build possible scenarios to compare. My decisions are always based on a choice among different alternatives.  
 I concentrate a lot on what I do, I pay attention to details and analyze them deeply and I do one thing at a time. I like order, numbers and to define precise deadlines and priorities.  
 In my relationships I am friendly, direct and open.  
 I like a lot open organizations, to compare myself with everybody, share decisions and working in a team. I nurture my network of relationships, and I like both to persuade and to be persuaded.  
 I am attracted by innovation and new experiences, but I do not underestimate risks.  
 I like to defend my position with energy, strength and determination appropriate to the context. I overcome obstacles with enthusiasm, I know how to manage conflicts and pursue my goals.



## Why you should be aware of your aptitudes

From students just out of adolescence who “do not have the faintest idea of what they want to do in life” and for whom “school does nothing to bring to light their aptitudes”, as recently appeared on the pages of the major newspaper in Italy<sup>1</sup>. To university students struggling with the difficult decision of choosing from the various occupations that their studies and acquired skills have prepared them for. And employees who, after years of work experience, wonder why they find some activities are easy to perform and always work out successfully for them, whereas others are difficult and tiresome. Through to professionals who cannot count on their outdated, obsolete skills when faced with having to enter a new profession.

The personalized Attizde profile is of great value for all of the above to help. It helps you understand the reasons for your successes and failures, your weaknesses and why you find certain activities, or relationships, enjoyable and rewarding.

From your individual profile you will be able to identify: the resources that help and characterise you, the aptitudes that achieved the highest score; those that inhibit or restrain you, the aptitudes that achieved the lowest scores; and those that, even if essential for some occupations, could be an advantage or, conversely, complicate matters for you.

As the Latin poet Propertius wrote: All things are not equally fit for all men (Omnia non pariter rerum omnibus apta).

<sup>1</sup> Source: Io voto Socrate. Alessandro D’Avenia Corriere della sera (26/2/2018)

## Compare your Profile to find the right career

The Attizde platform provides you with a multitude of functions ranging from identification of occupations that you are most suited to, through to providing a secure profile sharing system for collecting recommendations, with 360° feedback, and for enriching your CV and job candidacy.

Attizde provides three algorithms of comparison to determine the occupation that you are most suited to. The first two enable you to compare your profile with 400 ISCO occupations<sup>2</sup> using an approach that takes your professional seniority and corporate position into consideration, and in a methodical approach that looks at occupation by occupation. With the third you can compare your profile to over 1,300 ideal profiles by selecting the characteristics in terms of: professional seniority, corporate position, and size, type and area of company activity.

All three algorithms separately compare the 12 individual aptitudinal values with those of over 1,700 optimal professional profiles that Attizde has defined with the contribution of Human Resource professionals who have been using the MASPI Model in their organizations for years. The invaluable result is a concise assessment of professional affinity, including aptitudes that are your strengths and weaknesses and a chart that clearly illustrates your personal aptitudes overlapped to the ideal aptitudes of your chosen profession.

You can then share your profile using the send and manage functions, based on a unique access link, that also allow you to attach your CV or a letter of introduction and to check individual number of views and accesses to it.

The 360° feedback system enables you to use the recommendation management functions to further validate your profile by requesting and adding to it any aptitudinal recommendation from persons with whom you have had professional interaction. So the individual profile calculated scientifically by Attizde and accepted by you, will receive further confirmation and recognition from other professional contacts.

Sharing your Attizde profile, considering the importance and objectivity of the information contained in it, is a little like having already had your first interview!

<sup>2</sup> Professions specifically identified by the Region of Lombardy and used in its funded training programs.

ISCO Industry  
 Information Technology

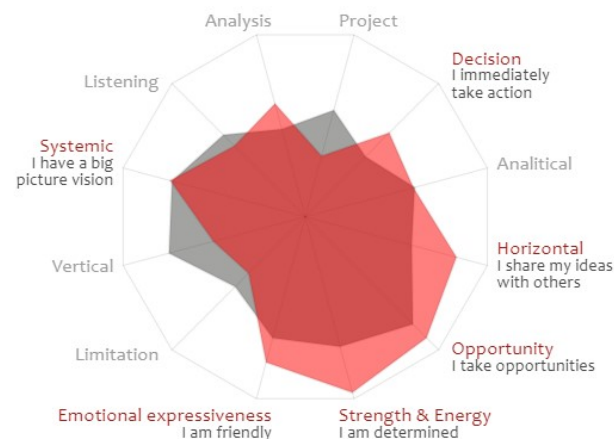
Career  
 ICT Developer - cod. 2519

Professional compatibility:  
 ★ ★ ☆ ☆ ☆

Strengths:  
 Systemic

Weaknesses:  
 Project Vertical

Chart legend:  
 Your profile  
 The ideal profile



## Why you should know your employees' aptitudes

The quantity and quality of information on employees, particularly on their aptitudes and soft skills, is one of the areas that organizations are investing in and developing tools able to exploit the latest technologies.

In particular, those developments regarding the objective and quantitative measurement of these personal aspects is particularly important. It is a necessary condition for the next automatic management step which also reduces management costs.

The market, on the other hand, continues to offer tools with a strong analogical and consultative component, such as aptitude tests, that provide subjective, qualitative and very costly assessments. This hinders the diffusion and collective application of the tools to teams, which basically makes them solely available for use by medium-large organizations and for individual appraisals of a limited number of employees.

By using information technology in the assessment process Atti2de reduces the costs involved, enables the subsequent processing and integration of the individual data, all of which are expressed quantitatively in a numerical and synthetic way, within automatized HR management platforms. Full mapping of all roles and all employees.

This means that a simple click will provide organizations with information concerning employees' job-fit level and dynamic identification of optimised career paths, zeroing in on which employees are best suited to a particular role and which positions are more suited to each individual employee!

For this reason Atti2de not only provides the innovative video game/test, but all the exclusive functions as well, such as: calculation of the individual profile, management of the ideal profiles and the comparison algorithms, integrating them in a back office application accessible via the internet in SaaS mode, or via specific APIs.

Today, Atti2de makes creating and managing assessment projects, defining ideal profiles by role, encouraging and involving employees, as well as managing, accessing and examining the results obtained, extremely easy and economical.

Depending on the specific requirements of the individual organization Atti2de's technology can also help innovate employee recruitment process.

It can be used throughout the various recruitment steps: initial acceptance of the candidates' applications, pre-screening of candidates whose CVs indicate they have the right skills, gathering of more and objective assessments on the final shortlisted candidates. Atti2de makes significant contributions both in terms of reduced times and in accuracy and efficiency of the assessments.

With Atti2de technology every organization can be prepared for the revolution predicted for the coming years at the World Economic Forum held in Davos<sup>1</sup>, and by the major consultancy firms from Accenture<sup>2</sup> through to McKinsey<sup>3</sup>. A revolution that will make aptitudes and soft skills determining factors for the success of organizations by replacing skills that are rapidly becoming obsolete.

<sup>1</sup>World Economic Forum, *The future of Jobs* 1/2016, Davos - <sup>2</sup>Accenture, *Create the future workforce*, 2017 - <sup>3</sup>Mc Kinsey, *A labor market that works* 6/2015

## The aptitudes of a high performing organization

Atti2de technology can be used successfully to analyse and identify solutions for organizational issues that have proven to be impervious to actions relating to motivation and skills.

Situations of individual low performance or collective organizational tension often originate from absolute or relative aptitudinal misalignments that impact on the performance. Performance can be summed up as a product of skills multiplied by motivations and aptitudes:

$P = S \times M \times A$  (where P: performance, S: skills, M: motivations, A: aptitudes)

Skills and motivations being equal - both areas in which organizations have and implement a wide range of already assimilated solutions - aptitudes, or soft skills, become the key factor in determining the final outcome.

Once individual or collective weaknesses and strengths have been identified, it is extremely easy, using Atti2de technology and the analysis algorithms developed ad hoc for the assessment of the Aptitude Capital, to determine and implement the most appropriate course of action needed to improve performance of both the individual and that of the team or department.

It goes without saying that, using the same methodology, it is easy to identify both the aptitudinal characteristics of the best performers which can then be used as optimal references for future selections, and for the particular mix of characteristics of successful teams to be used as examples and reproduced in the future.



## The MASPI model



Aptitudinal map

So digital technology has made it possible to fully implement all the strong points of the MASPI model as well as enhancing it with that objectivity that only an automatic, quantitative evaluation can guarantee.

Atti2de is based on the MASPI model developed by Roberto Vaccani and which has been used for over 20 years by the Bocconi University of Milan in their Per Orientarsi al Lavoro (Vocational Guidance) program.

The unique feature of the MASPI model (see image on the left) is the dynamic dimension it adds to the scientifically consolidated static dimension of each specific part of the brain - cortex, limbic system, cerebellum and brainstem - by highlighting the four decision-making aptitudes.

This unique feature makes the model perfect for professional orientation because the way we "like" to make decisions influences our professionalism more than any other aptitude.

Using 220 psychometric indicators garnered from the video game and the complex algorithm that interprets them, Atti2de measures all the aptitudes, quantifies them accurately and evaluates them as a whole, to come up with a comprehensive and coherent individual profile (that does not require a specialist to be understood!) from the 45,000 different possible combinations.

## Contatti

Atti2de Srl  
Corso Italia 45  
20122 Milano (IT)  
info@atti2de.eu

Facebook: Atti2de

Twitter: @Atti2deTest

YouTube: Atti2de Srl

Maurizio Gamberini  
Presidente  
maurizio.gamberini@atti2de.eu

Phone:  
+39 348 3959444

Skype:  
Maurizio.gamberini

ZOOM:  
Maurizio.gamberini@atti2de.eu

## Atti2de anywhere anytime

In addition to being neither positive nor negative, aptitudes are not even Italian, English, Russian or of any other nationality; they are simply things that individuals "like", no matter what the latitude or longitude. This, of course, is subject to some aspects of cultural localization that require adaptation such as, for example, the fact that one population may be considered to have more of a propensity for negotiation, such as Latinos compared to Anglo-Saxons or, similarly, that an Italian is considered more of a quick decision-maker than an American with the same score.

For this reason Atti2de supports multilingualism (it has been developed in both Italian and English so far), and its innovative content is accessible to and can meet the needs of any candidate and company, at any time and in any part of the world (anywhere, anytime).

The web site, the video game test, all the functions and profile and comparison algorithms are designed, not only with the need for a cultural and linguistic localization in mind, but also to immediately satisfy the requirements of both multinational organizations present in Italy, and Italian organizations operating in other countries.

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