

Genius Factor Assessment for Fortune 1000 HR Departments

Executive Summary

****Goal**:** Transform retention by empowering employees to pivot to roles that align with their natural talents and passions—without leaving your company.

****Problem**:** Many employees leave not because they want to leave the company, but because they're in roles misaligned with their natural talents and passions.

****Solution**:** A comprehensive assessment system modeled after CliftonStrengths that identifies employees' genius factors and creates internal mobility pathways.

Part I: Self-Awareness Audit Questions

***Instructions:** These questions help employees understand their internal motivations, feelings, and natural inclinations. Like CliftonStrengths, use forced-choice and scenario-based questions to reveal authentic preferences.*

Section A: Energy and Motivation Patterns

****Question 1**:** When facing a challenging project at work, which scenario energizes you most?

- A) Breaking down complex problems into logical, step-by-step solutions
- B) Collaborating with team members to brainstorm creative approaches
- C) Visualizing the end result and designing the overall framework
- D) Finding ways to make the project meaningful and purposeful

****Question 2**:** At the end of a fulfilling workday, you most likely spent time:

- A) Analyzing data or solving technical problems
- B) Building relationships and helping colleagues
- C) Creating, designing, or improving visual elements
- D) Writing, communicating, or sharing ideas

****Question 3**:** When you were a child, you were most drawn to activities that involved:

- A) Taking things apart to see how they worked
- B) Organizing games and bringing people together
- C) Drawing, building, or creating with your hands
- D) Reading, storytelling, or performing

****Question 4**:** In team meetings, you naturally tend to:

- A) Focus on the logical flow and practical implementation
- B) Ensure everyone's voice is heard and build consensus
- C) Sketch out ideas or create visual representations
- D) Ask deeper questions about purpose and meaning

****Question 5**:** When learning something new, you prefer to:

- A) Study the technical specifications and understand the mechanics
- B) Learn through discussion and interaction with others
- C) See demonstrations and visual examples
- D) Understand the broader context and philosophical implications

Section B: Work Environment Preferences

****Question 6**:** Your ideal work environment would:

- A) Provide quiet space for deep analysis and problem-solving
- B) Encourage collaboration and frequent team interaction
- C) Offer creative freedom and aesthetic inspiration
- D) Connect to a larger mission and meaningful purpose

****Question 7**:** When given a choice of projects, you gravitate toward:

- A) Technical challenges that require systematic thinking
- B) People-centered initiatives that build community
- C) Creative projects that involve design or visual elements
- D) Mission-driven work that creates positive impact

****Question 8**:** You feel most confident when:

- A) Working with data, numbers, or logical systems
- B) Facilitating relationships and team dynamics
- C) Creating something visually appealing or innovative
- D) Contributing to something larger than yourself

****Question 9**:** During your most productive work periods, you're typically:

- A) Analyzing patterns and optimizing processes
- B) Connecting with people and building networks
- C) Designing, creating, or improving visual experiences
- D) Reflecting on deeper meaning and long-term impact

****Question 10**:** When facing workplace stress, you recover best by:

- A) Organizing your thoughts and creating systematic plans
- B) Talking through challenges with trusted colleagues
- C) Engaging in creative activities or changing your environment
- D) Taking time for reflection and reconnecting with your values

Section C: Natural Response Patterns

****Question 11**:** When someone asks for your help, your first instinct is to:

- A) Analyze their problem and provide logical solutions
- B) Listen empathetically and offer emotional support

- C) Help them visualize possibilities and creative alternatives
- D) Explore the deeper meaning and long-term implications

****Question 12**:** In group settings, others often look to you to:

- A) Provide technical expertise and analytical thinking
- B) Facilitate discussion and maintain group harmony
- C) Generate creative ideas and innovative solutions
- D) Offer wisdom and perspective on important decisions

****Question 13**:** When you disagree with a decision at work, you're most likely to:

- A) Present data and logical arguments for your position
- B) Seek to understand different perspectives and find compromise
- C) Propose alternative approaches or creative solutions
- D) Question whether the decision aligns with core values and purpose

****Question 14**:** Your colleagues would describe your communication style as:

- A) Precise, logical, and detail-oriented
- B) Warm, inclusive, and relationship-focused
- C) Creative, visual, and innovative
- D) Thoughtful, meaningful, and purpose-driven

****Question 15**:** When celebrating a team success, you most value:

- A) Recognition for technical excellence and problem-solving
- B) Acknowledgment of collaborative effort and team building
- C) Appreciation for creative contribution and innovation
- D) Understanding of the meaningful impact created

Section D: Decision-Making Patterns

****Question 16**:** When making important career decisions, you prioritize:

- A) Logical analysis of pros, cons, and potential outcomes
- B) Input from trusted mentors, colleagues, and family
- C) Gut instinct and creative vision for possibilities
- D) Alignment with personal values and life purpose

****Question 17**:** You feel most satisfied with a decision when:

- A) You've thoroughly researched and analyzed all options
- B) You've considered the impact on relationships and team dynamics
- C) You've explored creative alternatives and innovative approaches
- D) You've ensured alignment with your deeper values and meaning

****Question 18**:** When facing uncertainty at work, you tend to:

- A) Gather more data and create systematic plans
- B) Seek advice and support from your network
- C) Brainstorm creative solutions and alternative approaches
- D) Reflect on core principles and long-term vision

****Question 19**:** Your approach to risk-taking is:

- A) Calculated and based on thorough analysis
- B) Collaborative, seeking input from others
- C) Intuitive and driven by creative possibilities
- D) Values-based and aligned with personal mission

****Question 20**:** When evaluating job opportunities, your primary consideration is:

- A) Technical challenges and growth in expertise
- B) Team culture and relationship opportunities
- C) Creative freedom and innovative potential
- D) Mission alignment and meaningful impact

Scoring Guide for Self-Awareness Audit

Response Pattern Analysis:

****Predominantly A Responses**:** Indicates strong ****Number/Tech Genius**** tendencies

- Natural analytical and systematic thinking
- Preference for logical problem-solving
- Comfort with data and technical challenges

****Predominantly B Responses**:** Indicates strong ****Social Genius**** tendencies

- Natural relationship-building abilities
- Preference for collaborative environments
- Comfort with interpersonal dynamics

****Predominantly C Responses**:** Indicates strong ****Visual/Athletic Genius**** tendencies

- Natural creative and innovative thinking
- Preference for hands-on and visual approaches
- Comfort with design and spatial challenges

****Predominantly D Responses**:** Indicates strong ****Spiritual/Word Genius**** tendencies

- Natural meaning-making and purpose-driven thinking
- Preference for values-based decisions
- Comfort with philosophical and communication challenges

Mixed Response Patterns:

- ****A+B Combination**:** Tech-Social hybrid (ideal for product management, technical leadership)
- ****A+C Combination**:** Tech-Visual hybrid (ideal for UX design, technical innovation)
- ****B+C Combination**:** Social-Visual hybrid (ideal for marketing, brand management)

- ****B+D Combination****: Social-Spiritual hybrid (ideal for HR, organizational development)
- ****C+D Combination****: Visual-Spiritual hybrid (ideal for creative direction, mission-driven design)

Part II: Talent Audit Questions

***Instructions:** These questions identify natural abilities and strengths that emerge consistently across different contexts. Focus on what comes easily and naturally to the employee.*

Section A: Natural Abilities Recognition

****Question 21****: Which of these activities have you always found surprisingly easy compared to your peers?

- A) Understanding complex systems and how they interconnect
- B) Reading people's emotions and responding appropriately
- C) Seeing spatial relationships and design possibilities
- D) Finding the right words to express complex ideas

****Question 22****: When others compliment your work, they most often praise you:

- A) Analytical thinking and problem-solving abilities
- B) Ability to bring people together and create harmony
- C) Creative vision and innovative approaches
- D) Communication skills and meaningful insights

****Question 23****: In school, you consistently excelled in subjects that involved:

- A) Mathematics, science, or logical reasoning
- B) Group projects, presentations, or interpersonal activities
- C) Art, design, or hands-on creation
- D) Writing, literature, or philosophical discussion

****Question 24****: When learning new skills, you pick up quickly on:

- A) Technical processes and systematic approaches
- B) Social dynamics and relationship patterns
- C) Visual patterns and creative techniques
- D) Conceptual frameworks and deeper meanings

****Question 25****: Your friends and family often ask for your help with:

- A) Technical problems or analytical challenges
- B) Relationship advice or social situations
- C) Creative projects or design decisions
- D) Important life decisions or meaningful conversations

Section B: Effortless Excellence Patterns

****Question 26**:** You tend to lose track of time when:

- A) Solving complex problems or analyzing data
- B) Having deep conversations or helping others
- C) Creating, building, or designing something
- D) Writing, reading, or exploring ideas

****Question 27**:** In group projects, you naturally take on the role of:

- A) The analyst who breaks down complex problems
- B) The facilitator who ensures everyone contributes
- C) The innovator who generates creative solutions
- D) The communicator who articulates the vision

****Question 28**:** When facing a new challenge, your first strength is:

- A) Breaking it down into manageable, logical steps
- B) Understanding how it affects people and relationships
- C) Visualizing creative solutions and possibilities
- D) Connecting it to larger purposes and meanings

****Question 29**:** Others seek you out because you're naturally good at:

- A) Providing logical analysis and systematic solutions
- B) Creating connections and building relationships
- C) Generating innovative ideas and creative approaches
- D) Offering perspective and meaningful guidance

****Question 30**:** Your most consistent feedback from supervisors highlights your:

- A) Technical competence and analytical skills
- B) Interpersonal abilities and team collaboration
- C) Creative thinking and innovative contributions
- D) Communication excellence and strategic thinking

Section C: Instinctive Responses

****Question 31**:** When you walk into a new workplace, you immediately notice:

- A) How efficiently systems and processes are organized
- B) The quality of relationships and team dynamics
- C) The visual environment and design elements
- D) Whether the culture aligns with meaningful values

****Question 32**:** In meetings, you instinctively:

- A) Focus on data, facts, and logical conclusions
- B) Pay attention to group dynamics and individual contributions
- C) Think about visual ways to represent ideas
- D) Consider the broader implications and deeper meaning

****Question 33**:** When someone presents a problem to you, you automatically:

- A) Start analyzing the logical components and relationships
- B) Consider how it affects the people involved
- C) Begin visualizing alternative solutions
- D) Explore the underlying values and principles at stake

****Question 34**:** Your natural approach to improvement is:

- A) Systematic analysis and process optimization
- B) Gathering input from stakeholders and building consensus
- C) Experimenting with creative alternatives
- D) Ensuring alignment with core values and purpose

****Question 35**:** When evaluating ideas, you instinctively assess:

- A) Logical feasibility and practical implementation
- B) Impact on relationships and team dynamics
- C) Creative potential and innovative possibilities
- D) Alignment with meaningful goals and values

Part III: Passion Audit Questions

***Instructions:** These questions identify what truly energizes and motivates employees beyond surface-level interests. Focus on what they would pursue even when it gets difficult.*

Section A: Intrinsic Motivation Discovery

****Question 36**:** When you have free time and no obligations, you're most drawn to activities that involve:

- A) Learning about how things work or solving puzzles
- B) Connecting with people or helping others
- C) Creating, building, or improving something
- D) Exploring ideas, reading, or meaningful conversations

****Question 37**:** You find yourself reading articles or watching videos about:

- A) Technology trends, scientific discoveries, or analytical methods
- B) Psychology, relationships, or social dynamics
- C) Design trends, creative processes, or innovative solutions
- D) Philosophy, personal development, or societal issues

****Question 38**:** The type of work that makes you forget to check the clock involves:

- A) Deep analysis, problem-solving, or technical challenges
- B) Mentoring, team building, or relationship development
- C) Creative projects, visual design, or innovative solutions
- D) Writing, strategic thinking, or meaningful communication

****Question 39**:** When you imagine your ideal career, it would primarily involve:

- A) Solving complex technical or analytical challenges
- B) Working with people to achieve shared goals
- C) Creating innovative solutions or beautiful designs
- D) Contributing to meaningful causes or sharing important ideas

****Question 40**:** You feel most energized at work when:

- A) Tackling difficult technical problems or optimizing systems
- B) Building relationships and helping team members succeed
- C) Developing creative solutions or improving user experiences
- D) Working on projects that align with your deeper values

Section B: Sustained Interest Patterns

****Question 41**:** Looking back at your career, you've consistently been drawn to roles that:

- A) Required analytical thinking and systematic problem-solving
- B) Involved working closely with people and building relationships
- C) Allowed for creativity, innovation, or visual expression
- D) Connected to a larger purpose or meaningful mission

****Question 42**:** When facing setbacks or challenges, you persist longest when the work involves:

- A) Technical mastery and logical problem-solving
- B) People development and relationship building
- C) Creative expression and innovative solutions
- D) Meaningful impact and values alignment

****Question 43**:** Your most satisfying accomplishments have involved:

- A) Solving complex problems or improving technical systems
- B) Helping others succeed or building strong teams
- C) Creating something innovative or visually compelling
- D) Contributing to important causes or sharing meaningful messages

****Question 44**:** When you daydream about work, you imagine yourself:

- A) Leading technical innovation or solving industry challenges
- B) Building amazing teams or developing people's potential
- C) Creating breakthrough designs or revolutionary products
- D) Making a meaningful difference or inspiring others

****Question 45**:** The work activities that you would do even without pay include:

- A) Research, analysis, or technical problem-solving
- B) Mentoring, coaching, or community building
- C) Creative projects, design, or artistic expression
- D) Writing, speaking, or advocating for important causes

Section C: Values-Driven Motivation

****Question 46**:** Your ideal work environment would prioritize:

- A) Excellence in technical execution and logical decision-making

- B) Collaboration, inclusion, and people development
- C) Innovation, creativity, and aesthetic quality
- D) Purpose, meaning, and positive social impact

****Question 47**:** You feel most fulfilled when your work:

- A) Demonstrates technical mastery and analytical excellence
- B) Strengthens relationships and builds community
- C) Expresses creativity and pushes innovative boundaries
- D) Serves a higher purpose and creates meaningful change

****Question 48**:** When choosing between job opportunities, your primary driver is:

- A) Technical challenge and opportunity for analytical growth
- B) Team culture and relationship-building potential
- C) Creative freedom and innovative project opportunities
- D) Mission alignment and meaningful impact potential

****Question 49**:** You're willing to work through difficulties when the outcome involves:

- A) Technical breakthrough or systematic improvement
- B) People development or relationship strengthening
- C) Creative achievement or innovative solution
- D) Meaningful contribution or values expression

****Question 50**:** Your definition of career success centers on:

- A) Technical expertise and analytical problem-solving mastery
- B) Relationship building and positive impact on others
- C) Creative achievement and innovative contributions
- D) Meaningful work and alignment with personal values

Scoring Guide for Talent and Passion Audits

Talent Audit Scoring (Questions 21-35):

- ****A Responses**:** Strong natural abilities in analytical and technical domains
- ****B Responses**:** Strong natural abilities in interpersonal and social domains
- ****C Responses**:** Strong natural abilities in creative and innovative domains
- ****D Responses**:** Strong natural abilities in communication and meaning-making domains

Passion Audit Scoring (Questions 36-50):

- ****A Responses**:** Deep intrinsic motivation for technical and analytical work
- ****B Responses**:** Deep intrinsic motivation for people-centered and social work
- ****C Responses**:** Deep intrinsic motivation for creative and

innovative work

– ****D Responses****: Deep intrinsic motivation for meaningful and purpose-driven work

Combined Talent + Passion Analysis:

The intersection of talent and passion scores reveals the employee's ****Genius Factor Zone****:

- ****High A Scores****: Number/Tech Genius – Natural analytical abilities + passion for technical challenges
- ****High B Scores****: Social Genius – Natural interpersonal abilities + passion for people development
- ****High C Scores****: Visual/Athletic Genius – Natural creative abilities + passion for innovation
- ****High D Scores****: Word/Spiritual Genius – Natural communication abilities + passion for meaningful work

Misalignment Indicators:

- ****High Talent, Low Passion****: Employee has ability but lacks motivation (risk of burnout)
- ****High Passion, Low Talent****: Employee is motivated but may need skill development
- ****Low Both****: Employee may be in completely wrong role (high retention risk)
- ****High Both****: Employee is in optimal alignment (high retention probability)

Part IV: Genius Factor Mapping Assessment

***Instructions:** These questions identify specific alignment with the 9 Genius Factor archetypes. Use forced-choice scenarios that reveal authentic preferences and natural inclinations.*

Section A: Work Style Preferences

****Question 51****: When assigned to lead a new project, your first instinct is to:

- A) Create detailed technical specifications and systematic workflows
- B) Organize team meetings to understand everyone's strengths and perspectives
- C) Sketch out visual concepts and design the user experience
- D) Research the market and develop strategic messaging
- E) Build prototypes and test different approaches hands-on
- F) Analyze data trends and create predictive models
- G) Assess environmental impact and sustainability considerations
- H) Write comprehensive project documentation and communication plans
- I) Reflect on the project's deeper purpose and long-term

significance

****Question 52**:** Your ideal work environment would include:

- A) State-of-the-art technology and systematic organization
- B) Open collaboration spaces and frequent team interaction
- C) Creative studios with design tools and visual inspiration
- D) Quiet spaces for writing and strategic thinking
- E) Hands-on workshops and physical activity options
- F) Data visualization tools and analytical resources
- G) Natural lighting and environmentally conscious design
- H) Libraries and resources for research and communication
- I) Meditation spaces and areas for reflection

****Question 53**:** When solving problems, you naturally:

- A) Break them down into logical components and systematic processes
- B) Gather input from stakeholders and build collaborative solutions
- C) Visualize different scenarios and create innovative designs
- D) Research best practices and develop strategic communications
- E) Create physical models or prototypes to test ideas
- F) Analyze patterns in data to identify optimal solutions
- G) Consider environmental and sustainability implications
- H) Document the process and create clear explanations
- I) Explore the deeper meaning and long-term impact

Section B: Energy and Flow States

****Question 54**:** You experience "flow state" most often when:

- A) Coding, programming, or working with complex technical systems
- B) Facilitating meetings, coaching others, or building team consensus
- C) Designing interfaces, creating visual content, or developing aesthetic solutions
- D) Writing strategic plans, developing messaging, or creating content
- E) Building things with your hands, exercising, or engaging in physical activities
- F) Analyzing datasets, creating financial models, or solving mathematical problems
- G) Working outdoors, researching sustainability, or connecting with nature
- H) Writing reports, creating documentation, or developing communication materials
- I) Mentoring others, exploring philosophy, or working on meaningful causes

****Question 55**:** Your most energizing work activities involve:

- A) Debugging systems, optimizing processes, or solving technical challenges
- B) Building relationships, resolving conflicts, or developing people
- C) Creating visual experiences, designing products, or innovating

solutions

- D) Developing strategies, crafting messages, or influencing outcomes
- E) Physical coordination, hands-on building, or kinesthetic learning
- F) Data analysis, financial planning, or quantitative problem-solving
- G) Environmental research, sustainability planning, or nature-based solutions
- H) Writing, editing, or creating clear communication materials
- I) Counseling, spiritual guidance, or exploring life's deeper questions

****Question 56**:** When you're most productive, you're typically:

- A) Working with technology, systems, or logical frameworks
- B) Collaborating with others, building networks, or facilitating connections
- C) Creating visual content, designing experiences, or innovating products
- D) Developing strategic communications, writing, or influencing decisions
- E) Moving around, using physical tools, or engaging in hands-on activities
- F) Working with numbers, analyzing trends, or creating predictive models
- G) Researching environmental solutions, working outdoors, or promoting sustainability
- H) Writing, documenting, or creating educational materials
- I) Providing guidance, exploring meaning, or working on purpose-driven initiatives

Section C: Natural Talents Recognition

****Question 57**:** Others consistently seek your expertise in:

- A) Technology troubleshooting, system optimization, or technical problem-solving
- B) Relationship advice, team dynamics, or interpersonal communication
- C) Design feedback, creative direction, or visual problem-solving
- D) Strategic planning, messaging development, or communication strategy
- E) Physical coordination, hands-on projects, or kinesthetic learning
- F) Data interpretation, financial analysis, or quantitative decision-making
- G) Environmental awareness, sustainability practices, or nature-based solutions
- H) Writing assistance, documentation, or clear communication
- I) Life guidance, meaningful conversations, or spiritual/philosophical insights

****Question 58**:** Your colleagues would describe your unique strength as:

- A) Technical mastery and systematic problem-solving
- B) Relationship building and team facilitation
- C) Creative vision and innovative design thinking
- D) Strategic communication and influential messaging
- E) Physical coordination and hands-on implementation
- F) Analytical thinking and data-driven decision making
- G) Environmental consciousness and sustainable thinking
- H) Clear communication and excellent writing skills
- I) Wisdom, empathy, and meaningful perspective

****Question 59**:** When learning new skills, you excel most quickly in areas involving:

- A) Technology, programming, or systematic processes
- B) Interpersonal dynamics, communication, or relationship building
- C) Visual design, spatial reasoning, or creative expression
- D) Strategic thinking, persuasion, or message development
- E) Physical coordination, hands-on building, or kinesthetic activities
- F) Mathematical concepts, data analysis, or quantitative reasoning
- G) Environmental science, sustainability, or nature-based systems
- H) Writing, language, or communication techniques
- I) Psychology, philosophy, or meaning-making frameworks

Section D: Industry and Role Alignment

****Question 60**:** In Fortune 1000 companies, you would thrive most in roles involving:

- A) Software development, IT infrastructure, cybersecurity, or technical innovation
- B) Human resources, sales, customer relations, or organizational development
- C) Product design, user experience, marketing creative, or brand development
- D) Corporate communications, public relations, content strategy, or executive messaging
- E) Operations management, manufacturing, logistics, or hands-on implementation
- F) Financial analysis, business intelligence, data science, or strategic planning
- G) Sustainability initiatives, environmental compliance, or corporate social responsibility
- H) Technical writing, internal communications, training development, or documentation
- I) Executive coaching, organizational culture, change management, or purpose-driven initiatives

****Question 61**:** Your ideal Fortune 1000 career path would lead toward:

- A) Chief Technology Officer, VP of Engineering, or Director of Innovation

- B) Chief People Officer, VP of Sales, or Director of Customer Success
- C) Chief Design Officer, VP of Marketing, or Director of Brand Experience
- D) Chief Communications Officer, VP of Strategy, or Director of Public Relations
- E) Chief Operations Officer, VP of Manufacturing, or Director of Implementation
- F) Chief Financial Officer, VP of Analytics, or Director of Business Intelligence
- G) Chief Sustainability Officer, VP of Environmental Affairs, or Director of CSR
- H) Chief Content Officer, VP of Communications, or Director of Learning & Development
- I) Chief Culture Officer, VP of Purpose & Values, or Director of Executive Development

****Question 62**:** When considering internal mobility within a Fortune 1000 company, you would be most excited about opportunities in:

- A) Technology divisions, R&D departments, or innovation labs
- B) People & culture teams, sales organizations, or customer-facing roles
- C) Design studios, marketing departments, or product development teams
- D) Communications teams, strategy groups, or executive support functions
- E) Operations centers, manufacturing facilities, or implementation teams
- F) Finance departments, analytics teams, or business intelligence groups
- G) Sustainability offices, environmental teams, or social impact initiatives
- H) Content teams, training departments, or internal communication roles
- I) Leadership development, organizational effectiveness, or culture transformation teams

Genius Factor Identification Scoring

Scoring Key for Questions 51-62:

****A Responses = Tech Genius****

- Natural affinity for technology, systems, and logical problem-solving
- Thrives in technical roles requiring programming, engineering, or systematic thinking
- Fortune 1000 alignment: Technology, Engineering, IT, Innovation

****B Responses = Social Genius****

- Natural ability to build relationships and facilitate human connections
- Thrives in people-centered roles requiring collaboration and interpersonal skills
- Fortune 1000 alignment: HR, Sales, Customer Relations, Organizational Development

****C Responses = Visual Genius****

- Natural talent for design, spatial reasoning, and creative expression
- Thrives in roles requiring aesthetic judgment, user experience, or visual communication
- Fortune 1000 alignment: Design, Marketing, Product Development, Brand Management

****D Responses = Word Genius****

- Natural ability to communicate effectively through written and spoken language
- Thrives in roles requiring strategic communication, content creation, or messaging
- Fortune 1000 alignment: Communications, Public Relations, Content Strategy, Executive Support

****E Responses = Athletic Genius****

- Natural physical coordination and preference for hands-on, kinesthetic activities
- Thrives in roles requiring physical implementation, coordination, or movement-based learning
- Fortune 1000 alignment: Operations, Manufacturing, Logistics, Implementation Management

****F Responses = Number Genius****

- Natural analytical thinking and comfort with quantitative problem-solving
- Thrives in roles requiring data analysis, financial modeling, or mathematical reasoning
- Fortune 1000 alignment: Finance, Analytics, Business Intelligence, Strategic Planning

****G Responses = Eco Genius****

- Natural connection to environmental systems and sustainability thinking
- Thrives in roles requiring environmental awareness, sustainability planning, or nature-based solutions
- Fortune 1000 alignment: Sustainability, Environmental Affairs, CSR, Supply Chain Ethics

****H Responses = Word Genius (Communication Focus)****

- Natural talent for clear written communication and documentation

- Thrives in roles requiring technical writing, training development, or educational content
- Fortune 1000 alignment: Technical Writing, Training, Internal Communications, Documentation

****I Responses = Spiritual Genius****

- Natural wisdom, empathy, and focus on meaning and purpose
- Thrives in roles requiring coaching, culture development, or purpose-driven leadership
- Fortune 1000 alignment: Leadership Development, Culture Transformation, Executive Coaching

Primary Genius Factor Determination:

- ****8-12 responses in same category****: Strong primary genius factor
- ****6-7 responses in same category****: Moderate primary genius factor
- ****4-5 responses in same category****: Secondary genius factor
- ****Mixed responses****: Hybrid genius factor (multiple strengths)

Hybrid Genius Factor Combinations:

- ****Tech + Number****: Data Science, Business Intelligence, Financial Technology
- ****Social + Word****: Communications, Public Relations, Organizational Development
- ****Visual + Tech****: UX/UI Design, Product Design, Digital Innovation
- ****Athletic + Social****: Operations Management, Team Leadership, Change Management
- ****Eco + Number****: Sustainability Analytics, Environmental Finance, ESG Reporting
- ****Spiritual + Social****: Executive Coaching, Culture Development, Leadership Development

Part V: Goal Setting and Strategic Planning

***Instructions:** These questions help employees translate their genius factor insights into actionable career development goals within their current organization.*

Section A: Career Vision and Goals

****Question 63****: Based on your genius factor assessment results, which internal career transition would most excite you?

- A) Moving to a more technical role that leverages analytical and systematic thinking
- B) Transitioning to a people-focused role that emphasizes relationship building and collaboration
- C) Shifting to a creative role that involves design, innovation, or visual problem-solving

- D) Moving to a strategic communication role that involves messaging and influence
- E) Transitioning to an operational role that requires hands-on implementation and coordination
- F) Shifting to an analytical role that involves data science, finance, or quantitative analysis
- G) Moving to a sustainability-focused role that addresses environmental and social impact
- H) Transitioning to a communication role that involves writing, training, or documentation
- I) Shifting to a leadership development role that focuses on culture and meaningful purpose

****Question 64**:** Your primary 6-month career development goal should be:

- A) Gaining technical certifications or deepening expertise in systems and technology
- B) Expanding your network and developing stronger relationships across the organization
- C) Building a portfolio of creative projects that demonstrate design and innovation capabilities
- D) Developing strategic communication skills and taking on messaging responsibilities
- E) Leading implementation projects that showcase your coordination and execution abilities
- F) Completing data analysis projects that demonstrate your quantitative problem-solving skills
- G) Initiating or joining sustainability projects that highlight your environmental consciousness
- H) Creating documentation, training materials, or communication resources for your team
- I) Mentoring others or leading culture initiatives that demonstrate your wisdom and guidance abilities

****Question 65**:** The internal opportunity that would best align with your genius factor is:

- A) Technical project leadership, system optimization, or innovation initiatives
- B) Cross-functional team leadership, mentoring programs, or customer relationship management
- C) Product design projects, brand development initiatives, or user experience improvements
- D) Internal communications, change management messaging, or strategic planning support
- E) Process improvement projects, operational efficiency initiatives, or hands-on implementation roles
- F) Business intelligence projects, financial analysis roles, or data-driven decision support
- G) Corporate social responsibility projects, sustainability initiatives, or environmental compliance roles

- H) Training development, internal communications, or knowledge management initiatives
- I) Leadership coaching, culture development programs, or purpose-driven project leadership

Section B: Strategic Development Planning

****Question 66**:** To successfully transition to a role that aligns with your genius factor, your most important skill development priority is:

- A) Advanced technical skills, programming languages, or systems architecture knowledge
- B) Leadership development, emotional intelligence, or advanced interpersonal communication skills
- C) Design thinking, creative problem-solving, or advanced visual communication tools
- D) Strategic communication, public speaking, or advanced writing and messaging skills
- E) Project management, operational excellence, or advanced coordination and implementation skills
- F) Advanced analytics, financial modeling, or data science and statistical analysis skills
- G) Sustainability expertise, environmental regulations, or corporate social responsibility frameworks
- H) Technical writing, instructional design, or advanced communication and documentation skills
- I) Coaching certifications, organizational psychology, or advanced leadership and culture development skills

****Question 67**:** Your networking strategy should focus on building relationships with:

- A) Technical leaders, engineers, and innovation teams within your organization
- B) People leaders, HR professionals, and customer-facing teams across departments
- C) Design teams, marketing professionals, and product development leaders
- D) Communications teams, strategy groups, and executive leadership
- E) Operations leaders, project managers, and implementation teams
- F) Finance teams, analytics professionals, and business intelligence leaders
- G) Sustainability teams, CSR leaders, and environmental compliance professionals
- H) Training teams, communications professionals, and knowledge management leaders
- I) Leadership development teams, culture professionals, and executive coaches

****Question 68**:** The most strategic way to demonstrate your genius factor capabilities is to:

- A) Volunteer for technical projects, propose system improvements, or

lead innovation initiatives

- B) Facilitate cross-team collaboration, mentor colleagues, or lead relationship-building initiatives
- C) Create visual presentations, design process improvements, or lead creative problem-solving sessions
- D) Develop internal communications, lead messaging projects, or create strategic documentation
- E) Lead implementation projects, coordinate cross-functional initiatives, or optimize operational processes
- F) Conduct data analysis projects, create financial models, or lead quantitative problem-solving initiatives
- G) Propose sustainability improvements, lead environmental initiatives, or develop CSR recommendations
- H) Create training materials, develop documentation, or lead knowledge-sharing initiatives
- I) Provide informal coaching, lead culture initiatives, or facilitate meaningful team discussions

Part VI: Affirmations and Mindset Development

Instructions: These personalized affirmations help employees build confidence and maintain focus on their genius factor alignment during career transitions.

Genius Factor-Specific Affirmations

****For Tech Genius Employees:****

- "I naturally excel at systematic thinking and technical problem-solving"
- "My analytical abilities create valuable solutions for my organization"
- "I confidently navigate complex technical challenges with clarity and precision"
- "My systematic approach to problems makes me an invaluable team member"
- "I am worthy of technical leadership opportunities that match my natural abilities"

****For Social Genius Employees:****

- "I naturally build strong relationships and create collaborative environments"
- "My interpersonal skills strengthen teams and drive organizational success"
- "I confidently facilitate connections and resolve conflicts with empathy and wisdom"
- "My ability to understand and motivate others makes me a natural leader"
- "I am worthy of people-focused roles that leverage my relationship-

building strengths"

****For Visual Genius Employees:****

- "I naturally see creative solutions and innovative possibilities"
- "My design thinking and visual abilities create meaningful user experiences"
- "I confidently approach challenges with creativity and aesthetic judgment"
- "My innovative perspective brings fresh solutions to complex problems"
- "I am worthy of creative leadership roles that showcase my visual and design talents"

****For Word Genius Employees:****

- "I naturally communicate complex ideas with clarity and impact"
- "My writing and communication skills influence positive organizational change"
- "I confidently craft messages that inspire and inform others"
- "My ability to articulate vision and strategy makes me a valuable contributor"
- "I am worthy of communication leadership roles that leverage my language strengths"

****For Athletic Genius Employees:****

- "I naturally coordinate and implement solutions through hands-on leadership"
- "My physical intelligence and coordination drive successful project execution"
- "I confidently lead through action and kinesthetic problem-solving"
- "My ability to learn through movement and implementation creates tangible results"
- "I am worthy of operational leadership roles that showcase my coordination abilities"

****For Number Genius Employees:****

- "I naturally analyze data and create insights that drive smart business decisions"
- "My quantitative abilities and analytical thinking solve complex organizational challenges"
- "I confidently work with numbers, models, and data to reveal important patterns"
- "My mathematical reasoning and analytical skills make me an essential strategic contributor"
- "I am worthy of analytical leadership roles that leverage my quantitative strengths"

****For Eco Genius Employees:****

- "I naturally understand systems thinking and sustainable solutions"
- "My environmental consciousness creates positive impact for my organization and community"

- "I confidently advocate for sustainable practices and environmental responsibility"
- "My connection to natural systems brings valuable perspective to business decisions"
- "I am worthy of sustainability leadership roles that align with my environmental values"

****For Spiritual Genius Employees:****

- "I naturally provide wisdom, guidance, and meaningful perspective to others"
- "My ability to see deeper purpose creates positive culture and meaningful work"
- "I confidently help others find meaning and alignment in their professional lives"
- "My empathy and wisdom make me a trusted advisor and cultural leader"
- "I am worthy of leadership roles that leverage my ability to inspire and guide others"

Universal Career Transition Affirmations

- "My genius factor is a valuable gift that deserves to be fully expressed in my career"
- "I have the courage to pursue roles that align with my natural talents and passions"
- "My organization benefits when I work in alignment with my genius factor"
- "I attract opportunities that allow me to use my strengths and create meaningful impact"
- "I deserve to feel energized and fulfilled by my work"
- "My career transition serves both my growth and my organization's success"
- "I trust my instincts about what work environments and roles energize me"
- "I am capable of successfully navigating career changes that align with my genius factor"

Part VII: Mindfulness and Reflection Practices

Instructions: These practices help employees maintain awareness of their genius factor alignment and make conscious career decisions.

Daily Mindfulness Practices

****Morning Intention Setting (5 minutes)****

1. Begin each workday with 2 minutes of deep breathing
2. Reflect on the question: "How can I express my genius factor in today's work?"

3. Set an intention to notice moments when you feel energized and aligned
4. Visualize yourself successfully using your natural talents throughout the day

****Midday Alignment Check (3 minutes)****

1. Pause during lunch or mid-afternoon break
2. Ask yourself: "Am I working in alignment with my genius factor right now?"
3. Notice your energy level and engagement with current tasks
4. If misaligned, identify one small way to incorporate your genius factor

****Evening Reflection (5 minutes)****

1. Before ending your workday, reflect on moments of high energy and engagement
2. Identify which activities felt most natural and energizing
3. Notice any tasks that felt draining or misaligned with your strengths
4. Journal one insight about your genius factor expression

Weekly Reflection Questions

****Monday – Vision Alignment:****

- How does my current role align with my genius factor?
- What opportunities exist this week to express my natural talents?
- What internal career possibilities am I curious about exploring?

****Wednesday – Energy Assessment:****

- Which work activities this week have energized me most?
- When have I felt most authentic and natural in my work?
- What patterns do I notice about my engagement and motivation?

****Friday – Growth Planning:****

- What did I learn about my genius factor this week?
- How can I better align my work with my natural strengths next week?
- What steps can I take toward my ideal internal career transition?

Monthly Strategic Reflection

****Genius Factor Alignment Assessment:****

1. Rate your current role alignment with your genius factor (1–10 scale)
2. Identify specific aspects of your work that energize vs. drain you
3. List internal opportunities that would better align with your genius factor
4. Create action steps for the next 30 days to move toward better alignment

****Career Development Planning:****

1. Review your 6-month career development goals
2. Assess progress toward genius factor-aligned opportunities
3. Identify relationships to build and skills to develop
4. Schedule conversations with leaders in your target areas

****Purpose and Meaning Reflection:****

1. Reflect on how your genius factor serves your organization's mission
2. Consider the broader impact of aligning your work with your natural talents
3. Visualize your ideal role within your current organization
4. Commit to specific actions that move you toward that vision

Mindful Decision-Making Framework

****When Considering New Opportunities:****

1. ****Pause****: Take three deep breaths before making any career decisions
2. ****Assess****: Does this opportunity align with my genius factor?
3. ****Feel****: What is my body telling me about this possibility?
4. ****Envision****: Can I see myself thriving and energized in this role?
5. ****Align****: Does this move serve both my growth and my organization's needs?
6. ****Act****: Make decisions from a place of alignment rather than fear or external pressure

****When Facing Career Challenges:****

1. ****Ground****: Connect with your breath and present moment awareness
2. ****Reflect****: How might this challenge be redirecting me toward better alignment?
3. ****Reframe****: What opportunities for genius factor expression exist within this challenge?
4. ****Respond****: Choose actions that honor your natural talents and authentic self
5. ****Learn****: Extract insights about your genius factor from difficult experiences

Part VIII: AI Assessment Logic Framework

***Instructions:** This framework guides the AI system in analyzing responses and generating personalized recommendations for internal career transitions.*

AI Scoring Algorithm

****Step 1: Response Pattern Analysis****

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For each question section:

- Self-Awareness Audit (Q1-20): Calculate dominant response pattern (A, B, C, D)
- Talent Audit (Q21-35): Calculate natural ability scores across 4 domains
- Passion Audit (Q36-50): Calculate intrinsic motivation scores across 4 domains
- Genius Factor Mapping (Q51-62): Calculate alignment scores for all 9 genius factors

****Step 2: Genius Factor Identification****

Primary Genius Factor = Highest scoring factor from Q51-62

Secondary Genius Factor = Second highest scoring factor (if within 20% of primary)

Hybrid Classification = If 2+ factors score within 15% of each other

Confidence Level Calculation:

- High Confidence (85-100%): Clear primary factor, consistent response patterns
- Moderate Confidence (70-84%): Clear primary factor, some mixed responses
- Low Confidence (50-69%): Multiple factors close, inconsistent patterns

****Step 3: Alignment Assessment****

Talent-Passion Alignment Score:

- Calculate correlation between talent audit and passion audit responses
- High Alignment (80-100%): Natural abilities match intrinsic motivations
- Moderate Alignment (60-79%): Some alignment with development opportunities
- Low Alignment (0-59%): Significant misalignment requiring intervention

Current Role Alignment Score:

- Compare genius factor results with current role requirements
- High Risk (0-40%): Immediate retention risk, urgent intervention needed
- Moderate Risk (41-70%): Some misalignment, internal mobility recommended
- Low Risk (71-100%): Good alignment, focus on optimization and growth

****Step 4: Recommendation Generation****

AI-Generated Report Structure

Individual Employee Report:

Section 1: Genius Factor Profile

- Primary Genius Factor: [Factor Name] (Confidence: XX%)
- Secondary Genius Factor: [Factor Name] (if applicable)
- Key Strengths: [Top 3 natural abilities based on assessment]
- Energy Sources: [Top 3 activities that create flow state]

Section 2: Current Role Alignment Analysis

- Alignment Score: XX/100
- Strengths Being Utilized: [List aligned aspects]
- Underutilized Talents: [List misaligned aspects]
- Retention Risk Level: [High/Moderate/Low]

Section 3: Internal Career Opportunities

- Recommended Departments: [Based on genius factor mapping]
- Specific Role Suggestions: [3-5 internal positions]
- Transition Timeline: [6-month, 1-year, 2-year pathways]
- Required Skill Development: [Specific competencies to build]

Section 4: Development Action Plan

- 30-Day Goals: [Immediate steps]
- 90-Day Goals: [Short-term skill building]
- 6-Month Goals: [Career transition preparation]
- Networking Strategy: [Key relationships to build]

Section 5: Personalized Resources

- Genius Factor-Specific Affirmations
- Daily Mindfulness Practices
- Weekly Reflection Questions
- Recommended Learning Resources

HR Dashboard Analytics

Organizational Genius Factor Distribution:

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Tech Genius: XX% of workforce

Social Genius: XX% of workforce

Visual Genius: XX% of workforce

Word Genius: XX% of workforce

Athletic Genius: XX% of workforce

Number Genius: XX% of workforce

Eco Genius: XX% of workforce

Spiritual Genius: XX% of workforce

Hybrid Factors: XX% of workforce

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Retention Risk Analysis:

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High Risk Employees: XX (immediate intervention needed)

- Breakdown by department and genius factor
- Recommended internal mobility options
- Estimated cost of replacement vs. internal transition

Moderate Risk Employees: XX (internal mobility recommended)

- Potential internal career pathways
- Skill development requirements
- Timeline for successful transitions

Low Risk Employees: XX (optimization opportunities)

- Advanced development pathways
- Leadership potential assessment
- Succession planning recommendations

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****Department-Level Insights:****

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For each department:

- Genius factor composition
- Alignment scores and retention risks
- Recommended talent exchanges with other departments
- Skill gaps and recruitment priorities
- Culture and engagement optimization opportunities

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Part IX: Implementation Guide for HR Departments

Phase 1: Assessment Deployment (Months 1-2)

****Week 1-2: Leadership Alignment****

- Present business case to executive leadership
- Secure budget and resources for implementation
- Identify pilot departments for initial rollout
- Establish success metrics and ROI tracking

****Week 3-4: System Setup****

- Deploy assessment platform (AI tool or manual questionnaire)
- Train HR team on genius factor framework
- Create communication materials for employee rollout
- Establish data privacy and security protocols

****Week 5-6: Pilot Launch****

- Launch assessment with 50-100 pilot employees
- Gather feedback on user experience and question clarity
- Refine assessment based on initial results
- Begin generating individual reports and recommendations

****Week 7-8: Pilot Analysis****

- Analyze pilot results for patterns and insights
- Identify high-risk employees requiring immediate attention
- Develop initial internal mobility recommendations
- Prepare for organization-wide rollout

Phase 2: Organization-Wide Rollout (Months 3-4)

****Month 3: Full Deployment****

- Launch assessment to all employees in phases
- Provide manager training on interpreting results
- Begin conducting individual career development conversations
- Start tracking retention and engagement metrics

****Month 4: Initial Interventions****

- Implement internal mobility programs for high-risk employees
- Launch genius factor-based team formation initiatives
- Begin skill development programs aligned with assessment results
- Establish mentoring programs matching complementary genius factors

Phase 3: Optimization and Integration (Months 5-6)

****Month 5: Process Refinement****

- Analyze retention impact and employee satisfaction changes
- Refine internal mobility processes based on early results
- Integrate genius factor data into performance review processes
- Expand manager training and development programs

****Month 6: Strategic Integration****

- Incorporate genius factor assessment into hiring processes
- Develop succession planning based on genius factor alignment
- Create cross-functional teams optimized for genius factor diversity
- Establish ongoing assessment refresh cycles

Success Metrics and ROI Tracking

****Retention Metrics:****

- Voluntary turnover reduction (target: 40-60% improvement)
- Internal mobility success rates (target: 80% satisfaction)
- Time-to-productivity for internal transitions (target: 50% reduction)
- Employee engagement scores (target: 20-30% improvement)

****Business Impact Metrics:****

- Cost savings from reduced external hiring
- Productivity improvements from better role alignment
- Innovation metrics from optimized team composition
- Leadership pipeline strength and succession readiness

****Employee Experience Metrics:****

- Career satisfaction scores
- Genius factor alignment ratings
- Professional development engagement
- Referral rates and employer brand strength

Part X: Standalone Questionnaire Version

For organizations without AI assessment tools, this condensed version provides the essential questions for manual administration and scoring.

Essential Assessment Questions (30-Question Version)

****Self-Awareness (Questions 1-10)****

[Include Questions 1, 4, 6, 9, 11, 14, 16, 18, 19, 20 from original assessment]

****Talent & Passion (Questions 11-20)****

[Include Questions 22, 25, 28, 31, 36, 39, 42, 45, 48, 50 from original assessment]

****Genius Factor Mapping (Questions 21-30)****

[Include Questions 51, 54, 57, 60, plus 6 additional scenario-based questions covering all 9 genius factors]

Manual Scoring Instructions

****Step 1: Response Tallying****

- Count A, B, C, D responses for Self-Awareness section
- Count responses by genius factor category for Mapping section
- Identify dominant patterns and secondary strengths

****Step 2: Genius Factor Identification****

- Primary Factor: Category with highest response count
- Secondary Factor: Category with second highest count (if within 2 responses)
- Confidence Level: Based on response consistency and clarity

****Step 3: Recommendation Development****

- Use Fortune 1000 industry mapping guide
- Identify internal career opportunities
- Develop 90-day action plan
- Create personalized affirmations and practices

HR Manager Interpretation Guide

****High Priority Interventions (Immediate Action Required):****

- Employees with low current role alignment scores
- High-potential employees considering external opportunities
- Key talent in roles misaligned with genius factors

****Medium Priority Development (3-6 Month Timeline):****

- Employees seeking career growth and development
- Teams with suboptimal genius factor composition
- Succession planning and leadership pipeline development

****Ongoing Optimization (6-12 Month Timeline):****

- Well-aligned employees seeking advanced development
- Cross-functional collaboration enhancement
- Culture and engagement optimization initiatives

Conclusion: Transforming Retention Through Genius Factor Alignment

This comprehensive assessment system provides Fortune 1000 HR departments with the tools to identify, develop, and retain talent by aligning employees with roles that match their natural genius factors. By empowering internal career pivots rather than external departures, organizations can:

- ****Reduce Turnover Costs****: Save millions in replacement costs by retaining and redeploying existing talent
- ****Increase Employee Engagement****: Create higher satisfaction through passion-aligned work
- ****Optimize Team Performance****: Build diverse teams with complementary genius factors
- ****Accelerate Innovation****: Leverage natural talents for creative problem-solving and breakthrough thinking
- ****Strengthen Culture****: Foster environments where employees can authentically express their gifts

The assessment combines the proven methodology of CliftonStrengths with the practical wisdom of Torrance Hampton's Genius Factor framework, creating a powerful tool for organizational transformation and individual fulfillment.

****Transform retention by empowering employees to pivot to roles that align with their natural talents and passions—without leaving your company.****

***This assessment system is designed for implementation by Fortune 1000 HR departments and can be deployed either through AI-powered platforms or manual questionnaire administration. For technical implementation support and customization, contact the Genius Factor AI development**

team.*