



Red Bull Wingfinder

Giving Wings to your Career

Alexandra Kuric, Global Talent Management, Red Bull



Our time today



Red Bull Wingfinder

what is Wingfinder and
why did we create it



Self-leadership

and the role it plays
in our **success**



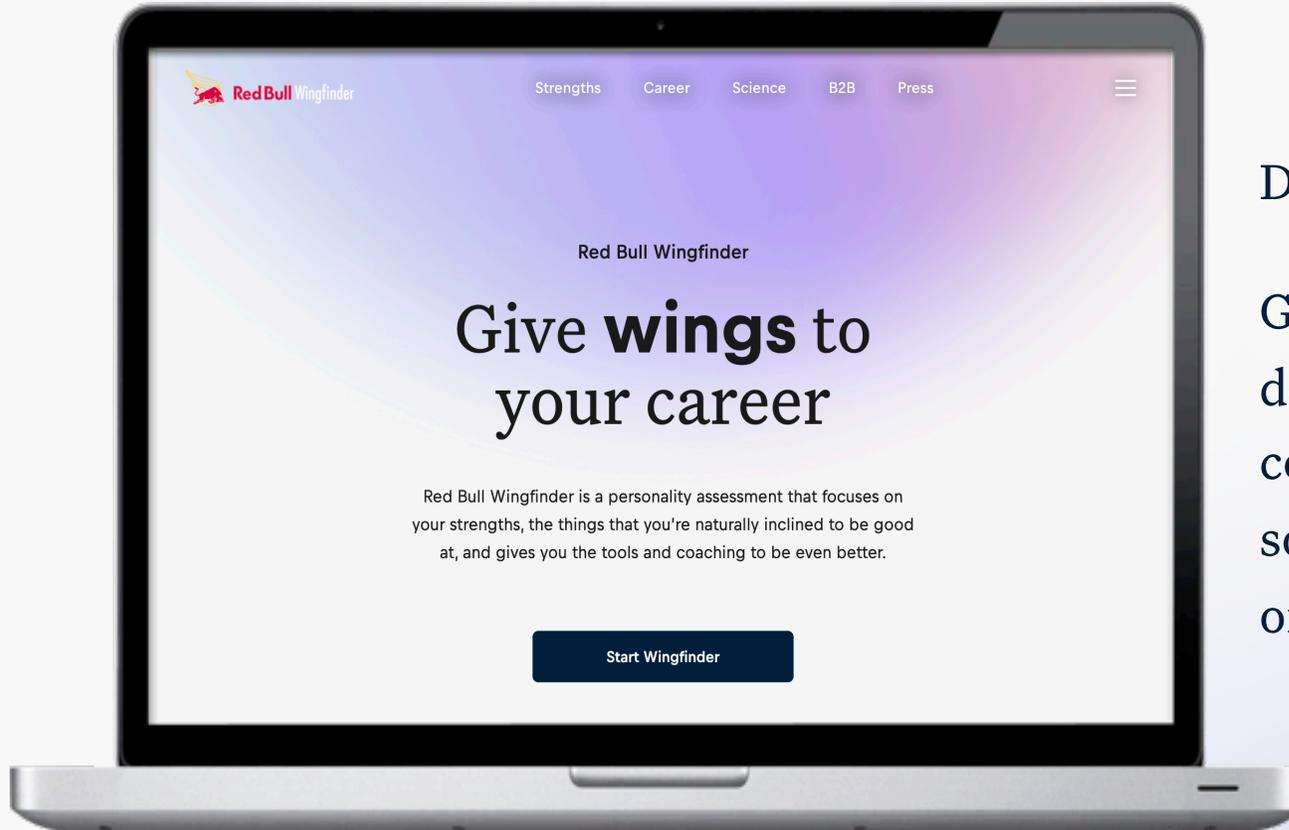
High-performance

Wingfinder for **recruitment**
and **development**

Giving Wings to your career



Red Bull Wingfinder



Discover your **top-strengths** in **35-minutes**.

Get a **19-page feedback report** detailing your **strengths** and a tailored coaching plan, including **coaching** videos from some of the **world's best athletes**, focused on how to **maximize** your strengths.

All for **you**, from Red Bull and an expert team of **psychology professors**.

Red Bull Gives Wiiiings to People and Ideas



Add Value

- Self-insight
- Coaching actions
- Pursuing career opportunities
- Growing your career



Create an Experience

- Focus on strengths
- Coaching from top athletes
- Engaging, modern design



Focus on High-performance

- Drive your own performance
- Focus on 'how' not just 'what'
- Valid, reliable

What **personality characteristics** most influence professional success?



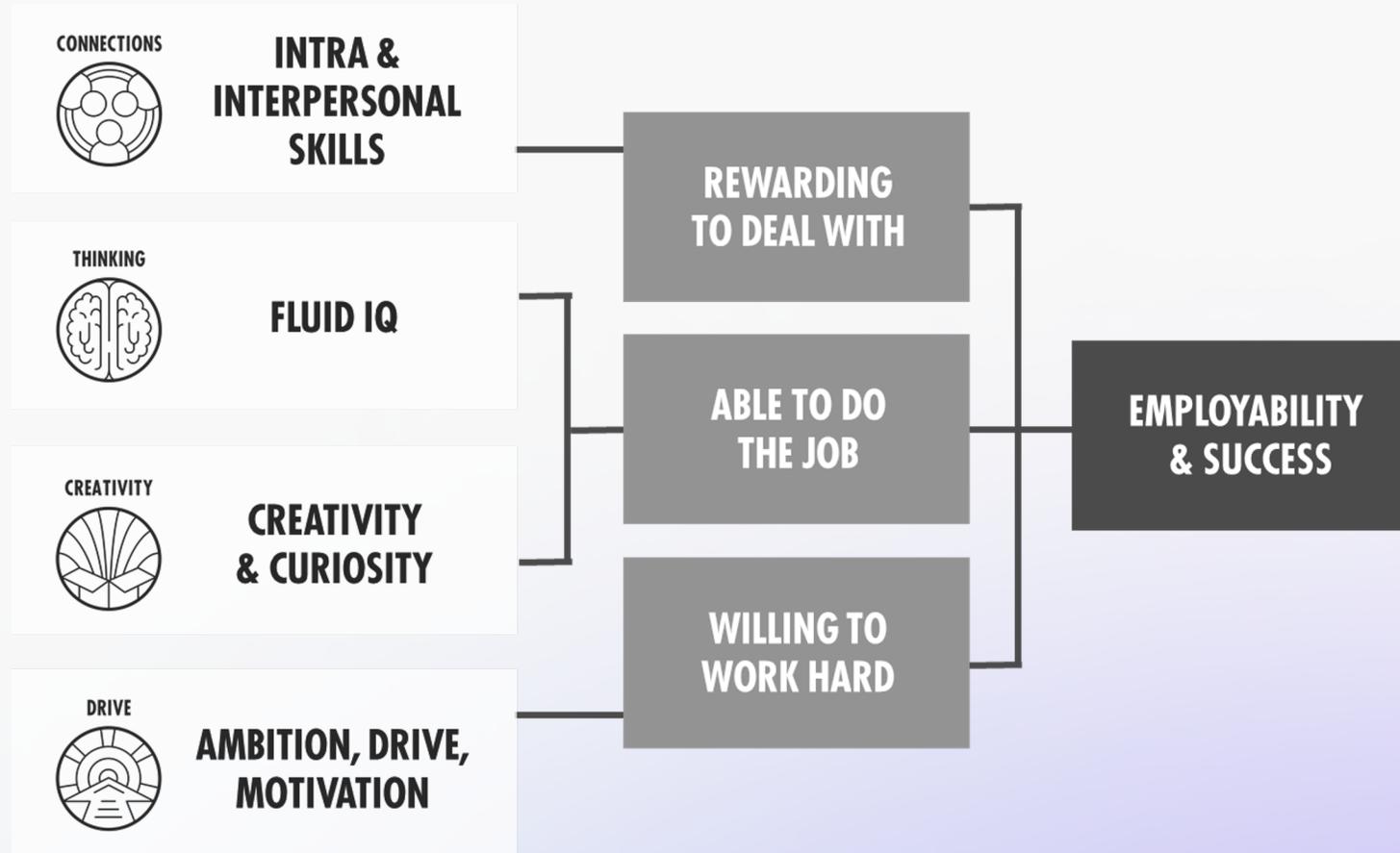
A clear message from 30 years of research

30 years of psychological research*
across 1000's of studies,
with over 300,000 participants,
analyzed to find the personality factors
that most influence employability and
success in knowledge-based roles.

***Hogan, R., Chamorro-Premuzic, T., & Kaiser, R. B..**
Employability and career success: Bridging the gap between theory and reality.
Industrial and Organizational Psychology, 6 (2013), 3-16.



The Wingfinder model



“What are the key ingredients of talent? Although there are millions of jobs, people who are smarter, more driven, curious and likeable will generally do better in any job.”

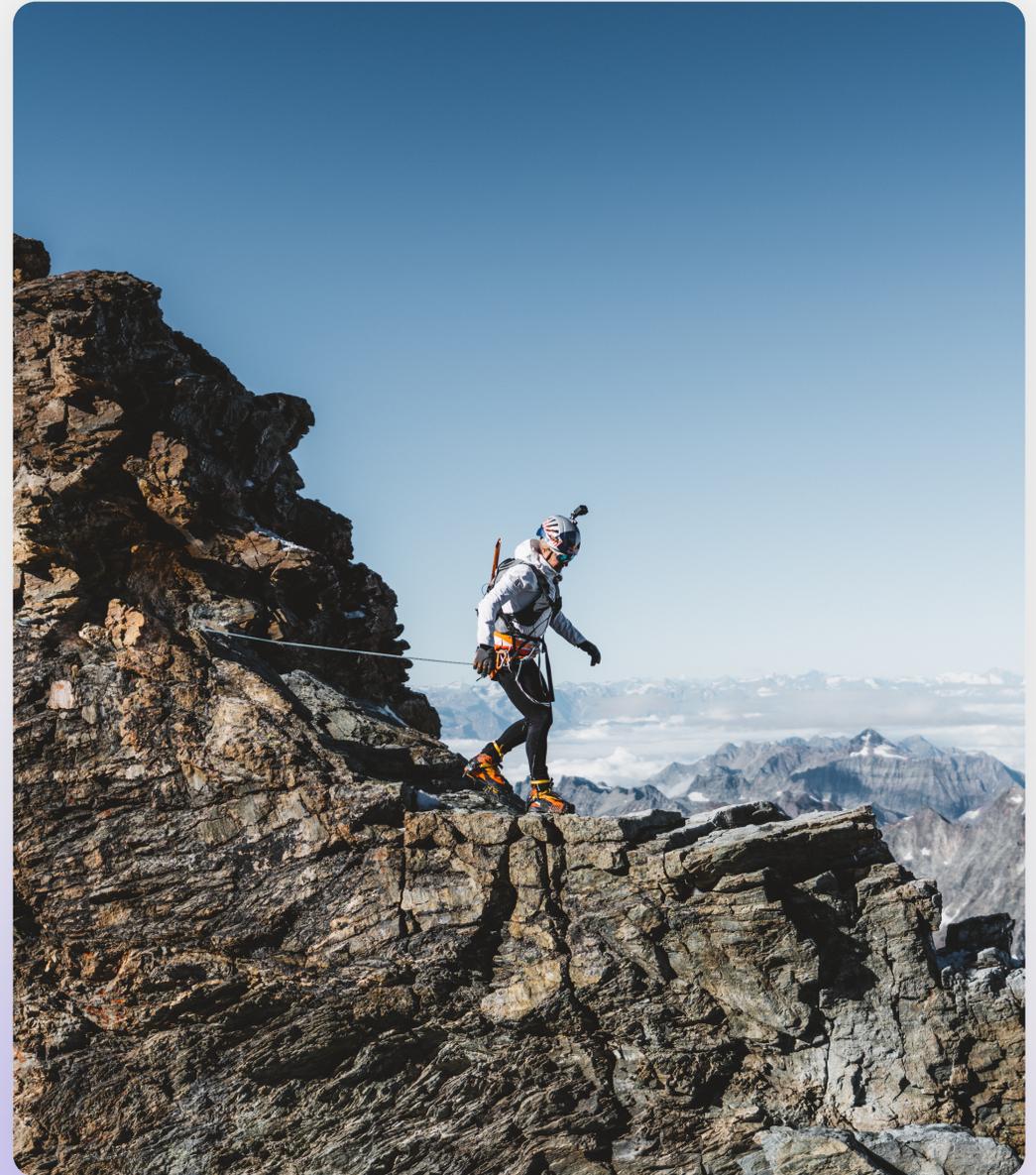
Tomas Chamorro-Premuzic

Chief Talent Scientist, Manpower Group and Professor of Business Psychology,
University College London and Columbia University

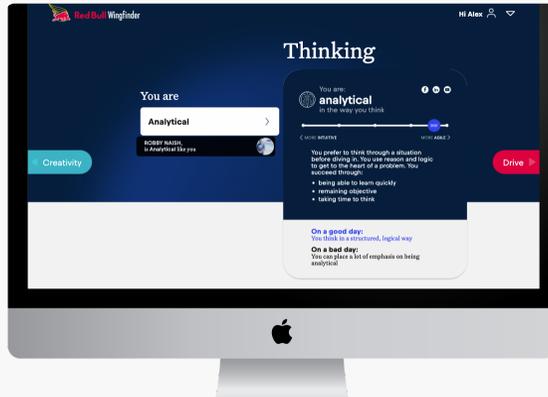


"SELF-LEADERSHIP
IS HAVING A
DEVELOPED SENSE
OF **WHO YOU ARE**
WHAT YOU CAN
DO AND WHERE
YOU ARE GOING."

- DR. ANA KAZAN & ANDREW BRYANT

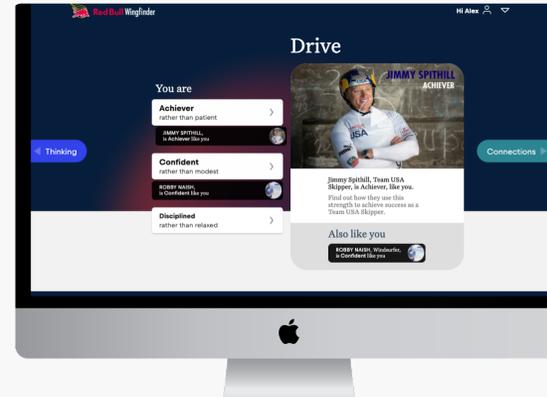


Wingfinder and Self-Awareness



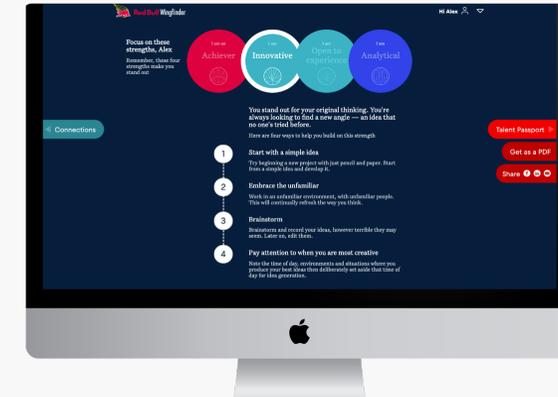
Individualized feedback

- 19-page Feedback Report
- Talent Passport



Coaching plans

- Coaching actions
- Coaching videos from athletes



Insight into action

- Coaching framework
- Tips to build on your strengths

The Benefits of Self-Awareness

Find the right career

- Articulate unique strengths and how you use these strengths at work
- Understand how your strengths match the jobs needs
- Self-insight is a competitive advantage
- Better company and matching

Develop your career

- Personalized and actionable self-insight
- Adds value throughout action planning and development processes
- Directly action feedback and create development goals
- Provides clear themes for coaching and development conversation

Wingfinder and your Organization

- ✓ Optimize selection
- ✓ Reduce turnover
- ✓ Increase diversity
- ✓ Elevate candidate experience
- ✓ Web app or ATS integration

Wingfinder for recruiting

Wingfinder measures personality, a prediction of future behavior that is consistent over time. Personality assessments are used in selection as they are efficient, more accurate and less discriminatory than classic evaluation methods such as: CV screening, interviews and abilities assessments.

[Learn more >](#)

redbull.com/wingfinder/b2b

Wingfinder and your Organization

- ✓ Personalized feedback reports available to everyone
- ✓ ‘Develop Yourself with Wingfinder’ e-learning
- ✓ Career Coaching
- ✓ ‘High-Performance at Work’ workshop with Red Bull Wingfinder

Wingfinder for Development

Wingfinder is used by many organisations globally ranging from the world's largest recruiting companies such as Randstad, to tech startups to your local courier service. Wingfinder is an important component for many organisations' employee development programs offering personalised and actionable self-insight, adding value throughout action planning and development processes. Universities are also using Wingfinder to assist students in their career guidance.

[Learn more >](#)

redbull.com/wingfinder/b2b

Thank You

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