



THE NEW SPARKCHIEF APP

AIMS TO BRING MEANING
TO YOUR LIFE AND
MOMENTUM TO YOUR DREAMS...

Let's face it, the truth is simple and easy to understand. If two people are compatible and complement each other's personalities, they will enjoy interacting with each other – whether socially hanging out, joining in a cooperative community effort, or other endeavour – for a long time. This concept is no different between employees/job applicants and employers, with the most significant trouble occurring between them because organisations do not take the time to assess that compatibility with an eye for truth or honesty. The result is often a substantial waste of financial and human resources.

Helping people to discover their capabilities, encouraging them to be more aware of themselves and their place in the scheme of things, and empowering them to be more responsible for themselves – while guiding them to reach their dreams – can only serve to benefit all stakeholders. Investors/shareholders need not worry about this new approach, as it is an excellent use of their funds. After all, investing in businesses that employ optimally compatible,

committed, and engaged individuals will only maximise the return on their investments, eliminate needless waste of resources, and increase profit margins: a win-win scenario.

In light of the prevalent disengagement found in many organisations, technology can be a great facilitator during an individual's self-discovery and exploration, accelerating the process significantly. However, technology alone is not yet sufficiently developed to assist us with this endeavour and cannot replace – and should not remove the human element from – the efforts needed for personal reflection or finding one's true path. One hopes an appropriate vehicle may exist in the future, providing stronger tools at our disposal to move the process along at a swifter pace. For the moment, individuals must use what is available, while seeking and welcoming new improvements and innovations every day.



The most critical factor of technology is deciding what tool to use of the many methods available. All tout themselves to be the “holy grail” of the domain with which they are concerned, though few succeed to the degree they proclaim. Although technology attempts to resolve society’s issues through new vehicles, it cannot provide a lasting solution by offering the same old tools dressed in a shinier package. Radical concepts are necessary, ideas that support people’s efforts to actively take charge and adjust their own actions with the help of technology. Technology needs to empower people from within, not from without. The changes must come with technology, not made by it.

So, we need to use solutions that offer lasting, long-term benefits. The use of technology in self-discovery and exploration, as well as compatibility between parties, is no exception. Consider this example from an employer’s perspective.

A company is not going to find its next best talent and optimal candidate by:

- Asking tricky questions through an online survey
- Placing potential candidates into awkward situations to see how they react to a stressful environment in job interviews
- Painting a fake picture of the organisation to deceive candidates by making them believe that the company is a great place to work and they can progress in their careers, when, in fact, recruiters, personally, do not believe what they say
- Encouraging an external hiring process that is based on referrals without following up or checking (in other words, without the technology to manage such processes) how previous hires by that specific referrer might have performed historically



We need technologies that bring transparency to communication, urge authenticity in people, and enable genuine human relationships.

The bottom-line is simple: Management can find the right candidates for the right positions in a timely manner based on technologies that bring transparency to communication, urge authenticity in people, and enable genuine human relationships.

The new sparkChief™ App is one such vehicle that facilitates this critical process. The app is a unique barometer that enables individuals/employees to assess their personal development with great accuracy at any given time, by providing:

- A snapshot of where an individual/employee is positioned with regard to personal indicators of the individual's progress
- Deep insights, knowledge, reflections, and perspectives on a range of personal development issues
- A way to help individuals/employees understand their potential risks and allows them to initiate a process in order to better understand their effectiveness

The sparkChief™ Progress Scan, which is delivered through the new app, offers an awareness of what supports an individual's/employee's personal development, as well as the areas on which they should focus to achieve fulfilment. With suggestions for ways in which users can develop themselves more effectively, the app helps individuals avoid costly decisions and mistakes.

The adaptability of the sparkChief™ methodology makes it an effective tool not only for individuals but also for organisations of different sizes – whether employers, educational institutions, and others. Users apply this methodology to diverse functions: organisation development and design, career development, hiring, talent acquisition, leadership assessment, workforce planning, mergers and acquisitions, and many more areas. The system is not about simply finding the right person for the right position. It embraces the need to keep these individuals engaged and motivated to remain productive members of the group to which they belong.



Technology needs to empower people from within, not from without.

sparkChief™ encourages transformative change in individuals and organisations by bringing meaning to lives and momentum to dreams.

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