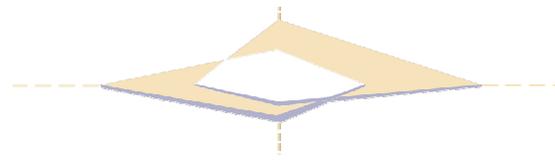


"Better!"

"I Opt" was designed from the ground up to work with groups. This gives you unique advantages.

- ✍ **Unbiased:** "I Opt" scores can be added, subtracted, multiplied and divided. This means that a computer can analyze a group without any possibility of unintended bias creeping in.
- ✍ **Accurate:** Face validity of individual reports is 99%. Experts place the accuracy of the group reports as "highly accurate" (79%), "reasonably accurate" (21%) and "inaccurate" (0%) (Validity Study, HRD Press, p.44).
- ✍ **Validated:** "I Opt" is the only tool simultaneously validated on all 8 accepted tests of validity.
- ✍ **Non-intrusive:** It uses human information processing rather than psychology. There is no concern about revealing any personal matters.
- ✍ **Non-threatening:** The terms used are devoid of any connotation. No one will be offended.
- ✍ **Adult Oriented:** The reports treat people with respect. They are easy to read but do not "talk down" to the recipient.
- ✍ **Transparent:** Reasons are always given to support analytical judgements and recommendations. Charts, tables and graphs are used extensively to explain findings.
- ✍ **Effective:** Sources of group vulnerability are specifically identified. Guidance for offsetting vulnerabilities is explicit. Remedies can usually be put in place instantly.



- ✍ **Efficient:** Analysis requires only completed "I Opt" surveys. There is no need for extensive preparatory interviews.
- ✍ **Fresh:** "I Opt" is a new technology. It does not rely on tired, old paradigms. The possibility of "baggage" from prior exposures is eliminated.
- ✍ **Versatile:** The technology can be applied to many areas. Learning, change management, leadership and sales oriented analyses are currently available.
- ✍ **Deployable:** Analyses can be run from anywhere in the world on a 24/7 basis.
- ✍ **Scaleable:** "I Opt" reports are complete. Debriefing preparation is minimal. Professionals can do greater volume without added work.
- ✍ **Total Control:** All facets of the analysis are controllable by the client. There is no need to talk to or contact anyone to run your reports. You have total control.
- ✍ **Expert Support:** A phone call will put you in personal contact with an expert who can answer technical and application oriented questions and concerns.
- ✍ **Support Backup:** Things happen. If unexpected problems arise all reports can be run by PCI staff and shipped to you either physically or electronically. You cannot fail.
- ✍ **Professional:** Formal certification recognizes levels of proficiency. These range from basic understanding through policymaking (e.g., consulting at board of director level).

"Faster!"

Organizational Engineering measures speed as the time between launching an initiative and getting a visible, positive result.

- ✍ **Reports:** Subscribing clients usually receive their reports via email within 10 minutes from the time the request is placed.
- ✍ **Preparation:** Reports are complete. There is little need to do more than print the reports to prepare for a meeting.
- ✍ **Debriefing:** Analysis and guidance is readily accepted. Meetings focus on fixing the problems rather than arguing about their existence.
- ✍ **Results:** Recommendations do not require anyone to change. Improvements can be instantly installed and results will begin immediately.

"Cheaper!"

Organizational Engineering defines expense in terms of both time and money.

- ✍ **Inexpensive Reports:** On an unlimited use basis, reports are pennies per run. Even at full retail the reports are much less expensive than anything remotely comparable.
- ✍ **Affordable Administration:** An online database means that new combinations of people can be accessed by a mouse click.
- ✍ **Inexpensive Delivery:** Minimum preparation time and fast delivery means that more can be done in any given amount of time.

“What is OE & I OPT?”

“I Opt” is the name of the tool used to collect the information processing preferences of a person. Organizational Engineering is the body of knowledge on how that information can be applied. Both are needed to get sustainable improvement in field settings.

“Why use I Opt?”

Present psychological tools are designed to be used with individuals. They use ordinal (e.g., big-bigger-biggest) measurements that do not allow accurate consolidation of people into groups. On an individual basis this is not an issue. However, this does limit their ability to handle groups.

Organizational Engineering uses human information processing (input-process-output) that allows ratio (like a ruler) measurement. This means that individual people can be “added up” just as you can add-up the lengths of multiple boards in a building project.

“What do I get?”

“I Opt” offers a set of tools targeted to improve GROUP performance. Reports on individuals are highly accurate (99% face validity) and compatible with all valid psychological tools. TwoPerson™ Analysis is used in coaching, conflict, marital and supervisor/subordinate areas. TeamAnalysis™ analyzes groups of up to 20 people in 5 minutes. LeaderAnalysis™ helps a leader by analyzing the group, subgroups and individuals within the group relative to the leader’s approach and objectives.

“Can I find out more?”

You can get an exhaustive explanation of the various analytical products on the World Wide Web at:

www.iopt.com

You can review the state of the art technology in actual application by going to the Organizational Engineering Institute’s website at:

www.oeinstitute.org

“When can I try it?”

You can get complimentary analysis by calling 734-662-0250 (toll free 800-860-0250). Simply mention this brochure. You will be provided with an analysis of any group that is relevant to you.

“How soon can I get it?”

Complimentary analyses are done manually and usually are completed within 24 hours. Established clients that have direct access to the computers can usually get their results in less than 10 minutes.

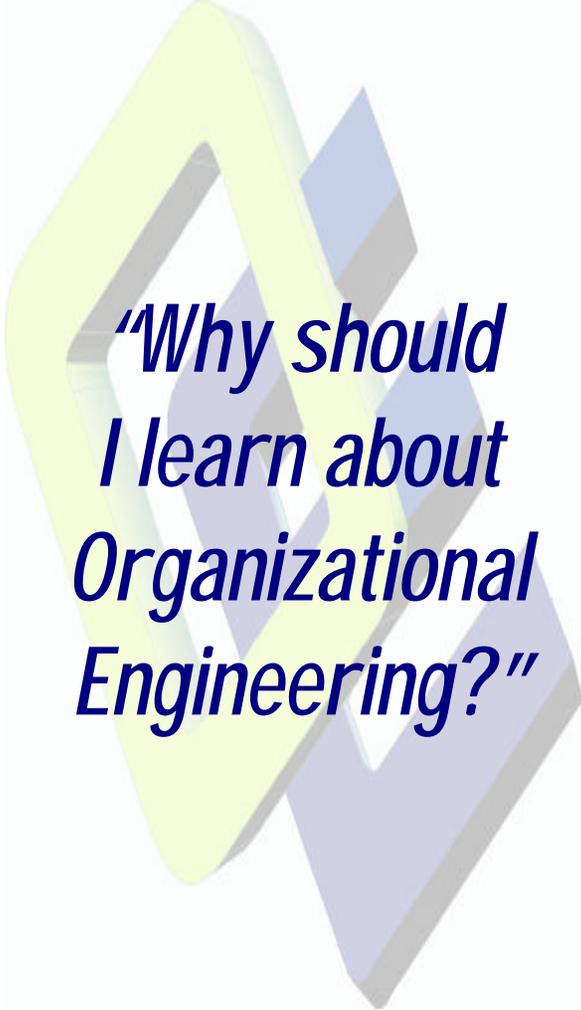
Professional Communications Inc.

Established 1991

101 Nickels Arcade
Ann Arbor, Michigan 48104

(734) 662-0250 (Voice)
(800) 860-0250 (Toll Free)

(734) 662-0838 (Fax)
Email: OrgEngr@aol.com



***“Why should
I learn about
Organizational
Engineering?”***