

The SIOP I-O Products & Services Guide

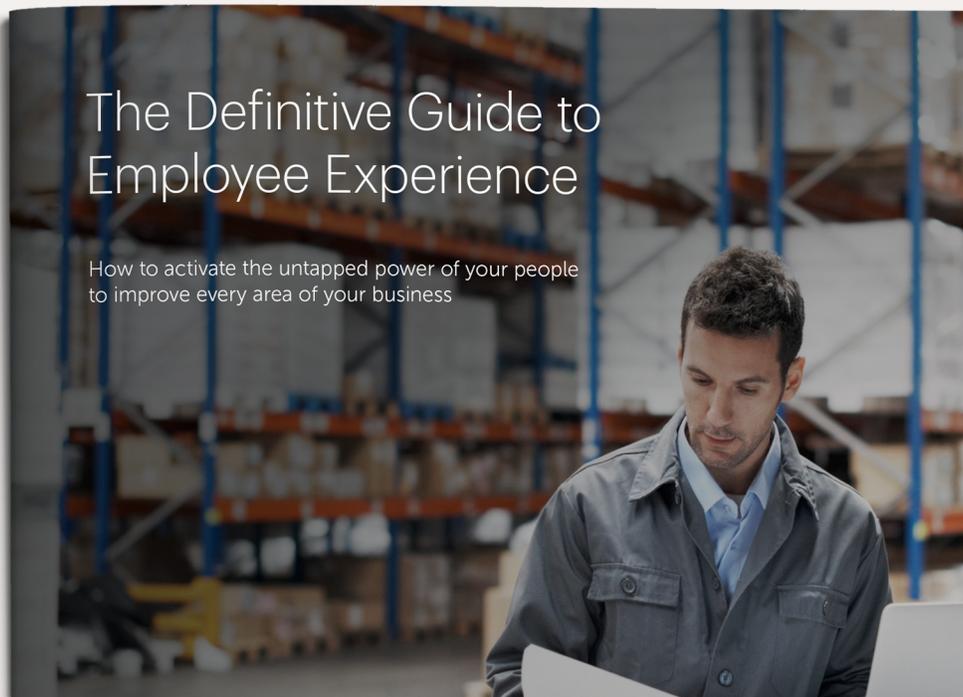


EBOOK

The Definitive Guide to Employee Experience

How to activate the untapped power of your people to improve every area of your business

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Medallia

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*This guide is best viewed In Adobe Acrobat in a two-page spread format.
In Acrobat, go to the “View” menu and select “Page Display”.
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*If your organization would like to advertise in the I-O Guide, please contact
Susan Rogers, CAE, SIOP Business Development Manager, at srogers@siop.org.*

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2. Accountant/Accounting Firm, Audit or Tax Services

3. Attorney or Law Firm

4. Consultant or Consulting Firm or Coaching Firm

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5. Education, Learning, or eLearning (not Higher Education) or Education Mgmt Services

- Oxford University Press—Pages 22-23

6. Enrollment Management/Student Application Support Services

7. Executive Education Programs

8. Executive Search Firm or Search Firm

9. Financial Services

10. Government Agency (Federal, State, Local)

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11. Higher Education (Community College, College, Online, University)

- Alliant University-CSPP—Page 10

12. Human Resource—Benefits/Compensation, Creativity/Innovation, Culture Building/Culture Mapping, Diversity/Inclusion, Employee Engagement, Job Analysis/Skills Mapping, Onboarding, Safety/ OSHA, Talent Analytics, and/or Team Building

- American Institutes for Research—Page 11
- Aon—Page 13-14
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13. Human Resources—Assessments, Candidate Identification/Interviewing/Selection, and Employee Feedback/360 Feedback

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14. Information Technology & Services

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15. Insurance/Assurance or Risk Management

16. Language Testing & Proficiency Certification or Translation & Localization Services

17. Management Consultant or Consulting Firm

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18. Marketing & Communications (Branding, Media Relations, PR, Writing)

19. Nonprofit Organization or Professional Association (APA, PTCMW, SHRM, SIOP)

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20. Professional Training & Consulting

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21. Publishing

- Oxford University Press—Pages 22-23

22. Recruiting/Staffing or Outplacement Services

23. Research Services

American Institutes for Research—Page 11

24. Reward and/or Recognition Programs

25. Software Publisher/Platforms, AI (Artificial Intelligence)-Based Software/Platforms

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26. Testing, Computer-Based Testing or Psychometric Testing

- Pearson VUE—Page 24

27. U.S. Armed Services (Army, Marines, National Guard, Navy)

28. Wellness Services/Stress Management

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Also, graduate students and new I-Os ask us for the names of organizations who hire I-O psychologists. And, undergraduates ask us for graduate programs in I-O psychology.

SIOp solves these referral problems with the **SIOp I-O Product and Services Guide**.

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www.siop.org/Partners/Advertising-Overview/Guide.

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What SIOp publication has the astounding average open rate of 34%? And an average click-through rate of 7.9%? Answer: The *SIOp Source*. The *SIOp Source* is published every Wednesday and distributed to approximately 8,000 readers interested in I-O news, products, and services. The new format only has four ad spaces.

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SIOp Quarterly TIP News Publication

Reach SIOp members through one of our most popular member benefits!

The Industrial-Organizational Psychologist (TIP) is the official newsletter of the Society for Industrial and Organizational Psychology, Inc. *TIP* is published digitally on a quarterly basis and is available for SIOp members and the general public to view. Circulation approximately 8,000

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419.353.0032
srogers@siop.org

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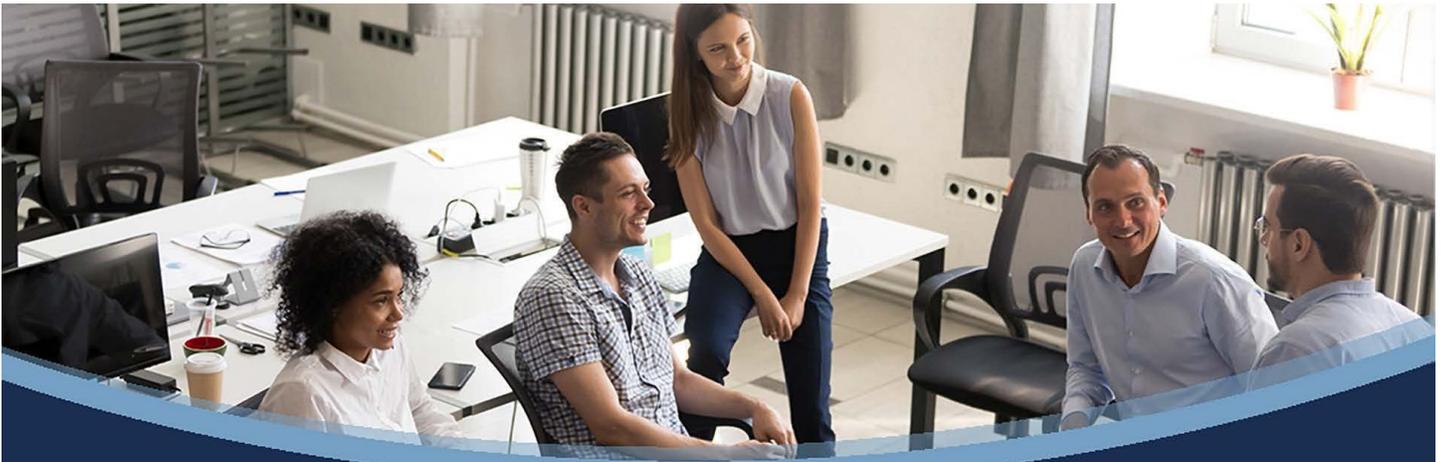
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The Consortium is Oct 7–Oct 9 (Thursday–Saturday)

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The global leader in turning strategy into action

Who we are

BTS is a global professional services firm headquartered in Stockholm, Sweden. For over 30 years, we've been making strategy personal by designing powerful experiences that have a profound and lasting impact on people and their careers, helping leaders build the future of their business.

What we do

At our core, we believe people learn best by doing.

We focus on the people side of strategy, using business simulations and experiential learning tools to ensure that leaders and all employees have the proper alignment, mindset and capabilities needed for sustained success, today and in the future. With services that span the employee lifecycle and a relentlessly contextual approach to learning and development, we are our clients' broader people partner.

In 2020 BTS quickly innovated our digital capabilities to pivot hundreds of our clients to virtual program delivery across the globe!

Leading companies trust BTS to:

- Turn strategy into action through people
- Transform sales organizations
- Develop great leaders
- Build innovation and enable digital transformation
- Change and sustain culture
- Assess talent for selection and development
- Shift leader mindsets through coaching
- Design high impact leadership off-sites that leverage digital technology
- Increase business acumen



BTS is recognized by Brandon Hall Group and other industry awards as a leading talent solutions partner!

What we accomplish for our clients

BTS maximizes business impact by aligning people to strategy, shifting mindsets and developing the critical skills necessary for successful execution. Our teams work closely with our clients' senior leaders to develop and customize experiences that deliver critical business results. By establishing action plans, feedback processes, go-do activities and follow-up measurements, these solutions support long-term performance improvements.

The impact of our approach is evidenced by the fact that over 80 percent of our clients have referred us, and a majority of the world's largest companies have been multi-year, multi-engagement clients. We partner with nearly 450 organizations around the globe, including over 50 of the US Fortune 100 and 30 of the world's largest 100 global corporations. Some examples of what we have accomplished for our clients include:

 Leadership coaching

 HiPo Assessment for Development

 Living great leadership

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 Strategy execution

 Culture shift

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 Transformation and unity

 Roadmap for growth

 Turning strategy into results

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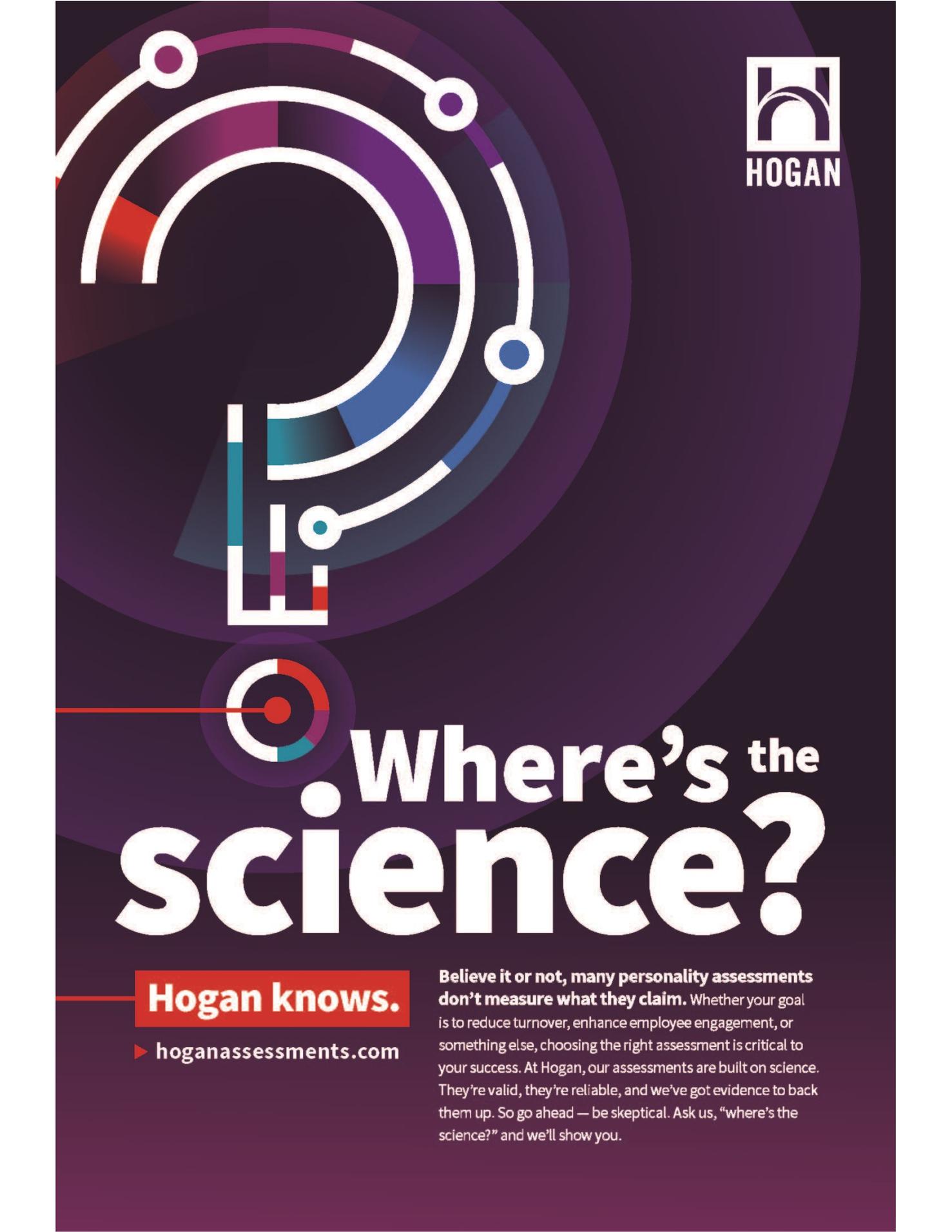


WHY DATA SOLUTIONS?

We help companies achieve business results by measuring and evaluating talent, improving decision making, and unleashing potential. At Data Solutions we leverage technology and broad experiential knowledge to deliver easy-to-use, high quality, employee measurement solutions aligned with your talent initiatives and goals.

- ✓ 360° Multi-Rater Feedback
- ✓ Employee Lifecycle Surveys
- ✓ Testing & Assessments
- ✓ Assessment Systems Integrator



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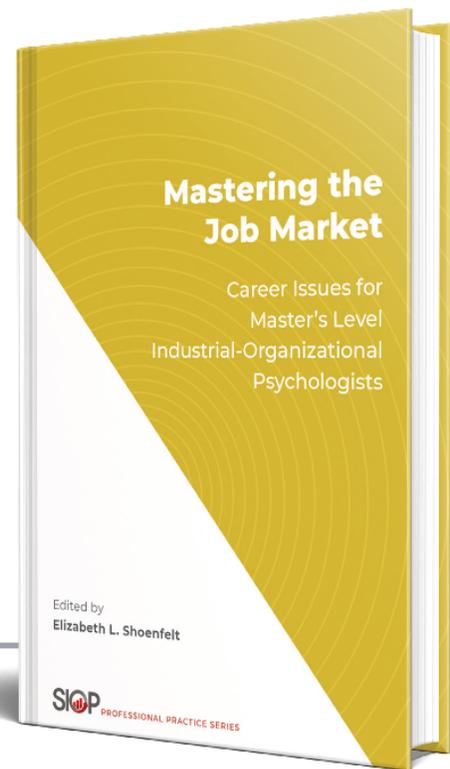
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Elizabeth L. Shoenfelt is University Distinguished Professor in the Department of Psychological Sciences at Western Kentucky University and has directed the WKU Industrial-Organizational (I-O) Psychology Graduate Program for more than 25 years. She is a licensed I-O Psychologist, a Certified Mental Performance Consultant®, a Fellow of the Society for Industrial and Organizational Psychology and the Association for Applied Sport Psychology, and a member of the United States Olympic & Paralympic Committee Sport Psychology and Mental Skills Registry.

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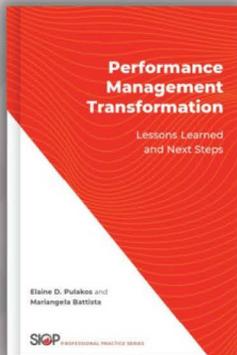
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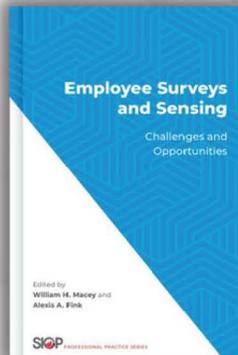
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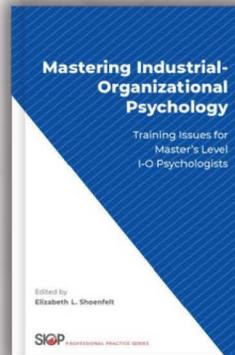
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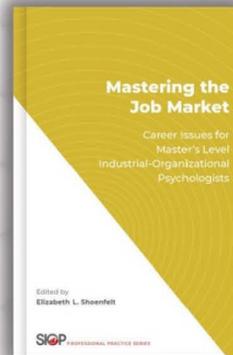
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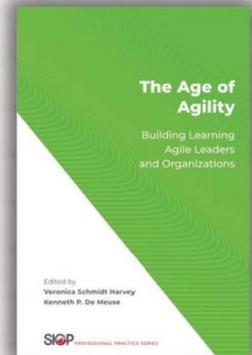
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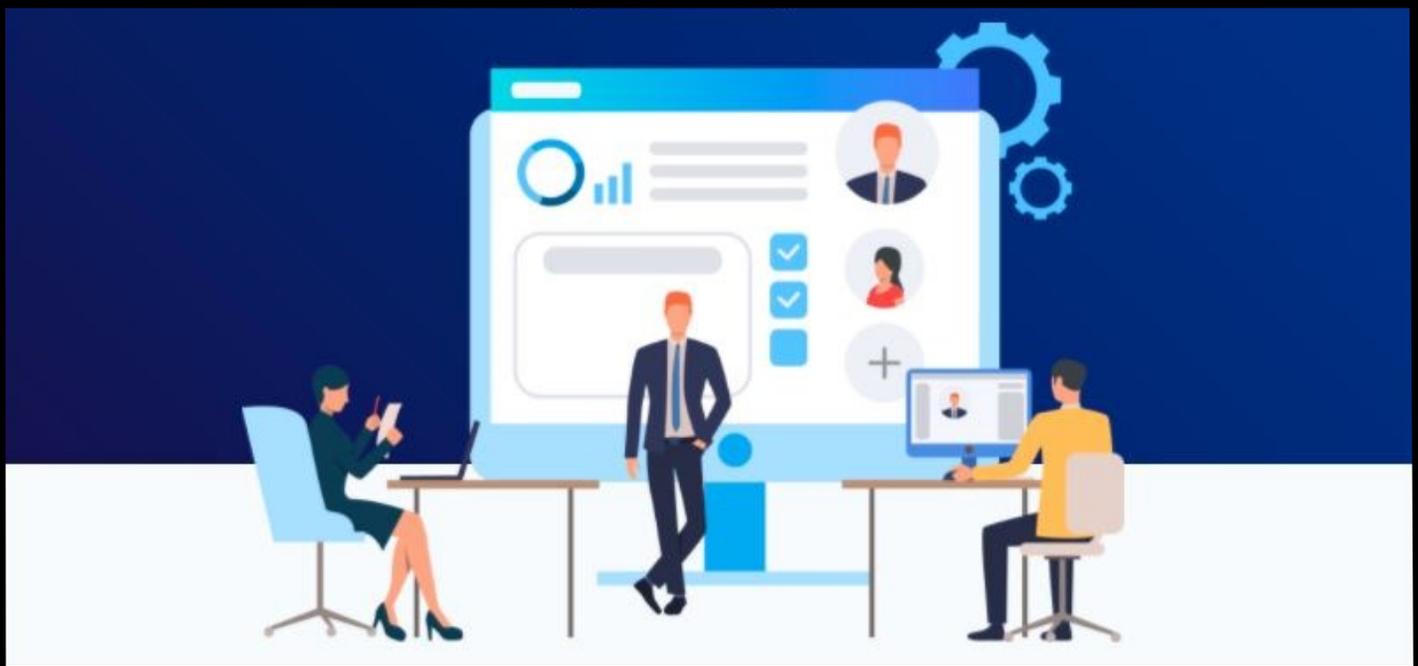
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assessment and
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- ✓ Assessments in **50+** languages
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Assessment Technology



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—Ashley Miller, Director of Digital Products & Services at SHRM

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