



 CredPad

Value Showcase for Achievers,  
Evaluator for Organizations

HOW TO **EVALUATE**  
**ACHIEVERS**

# The dumb résumé

## **Lack of clarity on individual's value**

The résumé is merely a list of lists containing standard details.  
Also, competing résumés make similar claims.

## **Lack of clarity on individual's credibility**

The résumé only lists alleged achievements

LinkedIn too is merely a dumb résumé  
– with social noise added 😞

# Which is why evaluation became a bunch of science projects

**Table 1**  
Operational Validity for Overall Job Performance of General Mental Ability (GMA) Combined with a Second Supplementary Predictor Using Multiple Regression

Selection procedures/predictors	Operational validity ( <i>r</i> )	Multiple R	Gain in validity ( $\Delta R$ )	% gain in validity	Standardized regression weights	
					GMA	Supplement
1. GMA tests <sup>a</sup>	.65					
2. Integrity tests <sup>b</sup>	.46	.78	.130	20%	.63	.43
3. Employment interviews (structured) <sup>c</sup>	.58	.76	.117	18%	.52	.43
4. Employment interviews (unstructured) <sup>d</sup>	.58	.73	.087	13%	.49	.38
5. Interests <sup>e</sup>	.31	.71	.062	10%	.64	.29
6. Phone-based interviews (structured) <sup>f</sup>	.46	.70	.057	9%	.56	.29
7. Conscientiousness <sup>g</sup>	.22	.70	.053	8%	.67	.27
8. Reference checks <sup>h</sup>	.26	.70	.050	8%	.65	.26
9. Openness to Experience <sup>i</sup>	.04	.69	.039	6%	.74	-.25
10. Biographical data <sup>j</sup>	.35	.68	.036	6%	.90	-.34
11. Job experience (years) <sup>k</sup>	.16	.68	.032	5%	.66	.21
12. Personality-based EI <sup>l</sup>	.32	.68	.029	5%	.61	.20
13. Person-organization fit <sup>m</sup>	.13	.67	.024	4%	.66	.18
14. SJT (knowledge) <sup>n</sup>	.26	.66	.015	2%	.75	-.17
15. Person-job fit <sup>o</sup>	.18	.66	.014	2%	.64	.13
16. Assessment centers <sup>p</sup>	.36	.66	.013	2%	.78	-.18
17. T & E point method <sup>q</sup>	.11	.66	.009	1%	.65	.11
18. Grade point average <sup>r</sup>	.34	.66	.009	1%	.74	-.14
19. Years of education <sup>s</sup>	.10	.65	.008	1%	.65	.10
20. Extraversion <sup>t</sup>	.09	.65	.006	1%	.65	.09
21. Peer ratings <sup>u</sup>	.49	.65	.006	1%	.57	.12
22. Ability-based EI <sup>v</sup>	.23	.65	.004	0%	.68	-.08
23. Agreeableness <sup>w</sup>	.08	.65	.002	0%	.64	.05
24. Work sample tests <sup>x</sup>	.33	.65	.002	0%	.68	-.06
25. SJT (behavioral tendency) <sup>y</sup>	.26	.65	.001	0%	.64	.03
26. Emotional Stability <sup>z</sup>	.12	.65	.000	0%	.64	.02
27. Graphology <sup>aa</sup>	.02	.65	.000	0%	.65	.02
28. Job tryout procedure <sup>ab</sup>	.44	.65	.000	0%	.63	.02
29. Behavioral consistency method <sup>ac</sup>	.45	.65	.000	0%	.64	.02
30. Job knowledge tests <sup>ad</sup>	.48	.65	.000	0%	.65	-.01
31. Age <sup>ae</sup>	.00	.65	.000	0%	.65	.01

Note. EI = emotional intelligence; SJT = situational judgment tests; T & E = training and experience; In the Table notes, *k* = the number of studies a meta-analysis is based on.

Multiple tests

Multiple interviews

Pre-hire checks

Complex performance reviews



# Which is why super-smart Tesla focuses on just the two most critical things





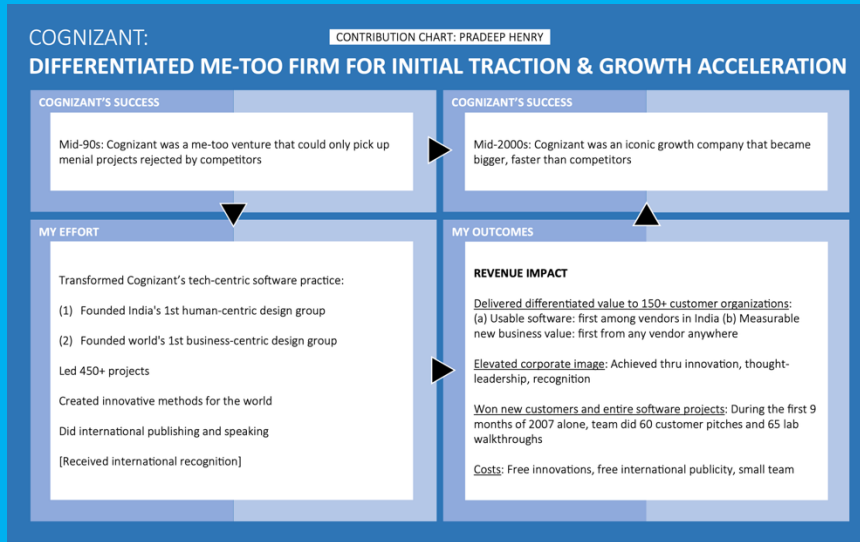
## Showcase for Achievers

Those 2 things are exactly what CredPad focuses on

The screenshot displays the CredPad Showcase interface for Pradeep Henry, Founder-CEO of CredPad. The interface is organized into three main sections, each representing a different project or achievement:

- Top Section:** Titled "Differentiated me-too firm for initial traction & growth acceleration". It includes a "Diagnosis" label, a "Start Date" of OCT 1998, and an "End Date" of DEC 2007. Below this is a progress bar with four stages: Situation, Effort, Outcome, and Success. A "View Details" button and a "View Chart" button are visible at the bottom.
- Middle Section:** Titled "Addressed offshoring concerns: Pioneered 3 customer-centric disciplines". It includes an "Indian IT Industry" label, a "Start Date" of SEP 1995, and an "End Date" of DEC 2007. It also features a progress bar with the same four stages and "View Details" and "View Chart" buttons.
- Bottom Section:** Titled "Built a missing practice that retained vital customers". It includes a "Tata Consultancy Services" label, a "Start Date" of JUL 1999, and an "End Date" of JUN 1996. It features a progress bar with the same four stages and "View Details" and "View Chart" buttons.

Each section includes a small image on the left side of the card, a "Like" button in the top right corner, and a "View Details" button in the bottom left corner.



# CredPad's Contribution Charts demonstrate candidate's exceptional abilities

- Business-centric charts provide instant clarity on individual's value
- Each chart demonstrates the individual's contribution to one specific organizational success
- The chart is based on our employer-employee alignment framework

# CredPad's Evidences enhance candidate's credibility

- Instant clarity on individual's credibility
- Evidences such as customer praise appear right below each chart and support the claims made in the chart

COGNIZANT: CONTRIBUTION CHART: PRADEEP HENRY

## DIFFERENTIATED ME-TOO FIRM FOR INITIAL TRACTION & GROWTH ACCELERATION

<b>COGNIZANT'S SUCCESS</b> Mid-90s: Cognizant was a me-too venture that could only pick up menial projects rejected by competitors	<b>COGNIZANT'S SUCCESS</b> Mid-2000s: Cognizant was an iconic growth company that became bigger, faster than competitors
<b>MY EFFORT</b> Transformed Cognizant's tech-centric software practice: (1) Founded India's 1st human-centric design group (2) Founded world's 1st business-centric design group Led 450+ projects Created innovative methods for the world Did international publishing and speaking [Received international recognition]	<b>MY OUTCOMES</b> <b>REVENUE IMPACT</b> <u>Delivered differentiated value to 150+ customer organizations:</u> (a) Usable software: first among vendors in India (b) Measurable new business value: first from any vendor anywhere <u>Elevated corporate image:</u> Achieved thru innovation, thought-leadership, recognition <u>Won new customers and entire software projects:</u> During the first 9 months of 2007 alone, team did 60 customer pitches and 65 lab walkthroughs <u>Costs:</u> Free innovations, free international publicity, small team

**EVIDENCES**

<https://thehardcopy.co/design-1> <http://www.pradeephenry.com/c-> <e7-newindianexpress-dec2406j-> <university-course.png>

<media-clips-usabilitygroup.png>

# CredPad transfers traditional HR work to the individual

Gets the individual to filter themselves in

Individuals respond to CredPad's Contribution Questionnaire

CredPad

Showcase Evidence Mentor Resume Pitch Pradeep Henry

Contribution Edit

Differentiated Cognizant & Accelerated its Growth • Employer • October 1996 – December 2007

Chart View

1 Situation 2 Effort 3 Outcome 4 Success

Evidence Picker Making Differences Matter: A New Paradigm for Managing Diversity

Recipient Situation Summary

Summary of recipient's performance around the time you started your effort.

Enter a summary of recipient's corporate-level situation in terms of performance and considering challenges, opportunities, goals, and strategies. \*

Right after launch in the mid-90s, Cognizant faced competition from giant organizations

87/200

PRADEEP HENRY

Help

RECIPIENT SITUATION SUMMARY: Write a concise summary based on recipient's corporate-level performance. Performance would be in terms of customer value and financial performance if recipient is an organization. Also consider recipient challenges, opportunities, goals, and strategies (next two pages).

Example \*Cognizant – a recently started venture – had strong technical expertise (PERFORMANCE), but so did its well-established competition (CHALLENGE), which it needed to overcome and

The screenshot displays the CredPad interface for a user named Pradeep Henry, who is the Founder-CEO of CredPad. The interface features a navigation bar with links for Showcase, Evidence, Mentor, Resume, and PITCH. The main content area is titled 'Showcase' and contains three project entries, each with a photo, a title, a description, start and end dates, and a progress bar with four stages: Situation, Effort, Outcome, and Success. The first project is titled 'Differentiated me-too firm for initial traction & growth acceleration' and spans from OCT 1998 to DEC 2007. The second project is 'Addressed offshoring concerns: Pioneered 3 customer-centric disciplines' from SEP 1995 to DEC 2007. The third project is 'Built a missing practice that retained vital customers' from JUL 1999 to JUN 1999. Each project entry includes a 'View Details' button and a 'View Chart' button.

All required info in one place,  
accessed from anywhere –  
**Without login**

View:

- Charts
- Evidences
- Résumé
- Mentor recommendation

## **Accurate sense of individual's actual value**

Now you can level up your offers  
– to hire & retain high performers

INSTEAD OF WEEKS

TAKE MINUTES

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