

Joseph Sefcik '76

The Science and Business of Simulation

Joseph Sefcik has been thinking outside the box since his undergraduate years at Florida Southern. So it should be no surprise that his company, Employment Technologies Corporation (ETC), has applied that same creative thinking to its industry.

Sefcik graduated from FSC with a combination of a degree in psychology and a minor in business. He credits FSC with fostering an environment that encouraged him to think creatively and consider many options for professional success. His FSC psychology professors inspired him to keep making his own way by experimenting and evaluating the outcome of behavior and to understand that there is a science to performance and behavior. As he describes it, his friends and relationships at FSC were just as important as the academic opportunities he received: "I can't overlook the fun and social aspects of FSC because first, it was enjoyable and second, it was an important part of future success." Sefcik recently made a gift to create the Employment Technologies Corporation Psychology Lab at the College.



After earning a master's degree in Industrial/Organizational Psychology from the University of Central Florida, Sefcik acquired extensive experience in the areas of employee assessment, marketing and business operations. He has consulted with Fortune 500 companies, authored the workbook *Lifelong Skills, Lifelong Success!* and continues to publish articles in leading industry magazines.

Over 20 years ago, Sefcik began combining technology with employment testing to create non-traditional tests that have revolutionized the industry. EASy[®] Simulations—the industry's first simulation-based employment tests—are highly realistic, interactive software programs that allow applicants to experience the job through virtual reality before being hired.

"I am most proud of the fact that we've taken employment testing to an entirely new level," he explains. "When Federal Express transformed shipping, they didn't change the mail, they just did an exceptional job of delivering the mail faster and more reliably. Through computer simulation, ETC has not only improved the speed and delivery of tests, we have tripled the accuracy of employment testing and made tests come alive. That's exciting!"

ETC is the premier provider of simulation-based employment tests, with clients such as Cingular Wireless, Bright House Networks, Bank of America, Nordstrom and British Airways. ETC has also reached out to high school students with its simulation-based program, *Success Skills*, designed for Junior Achievement.

Sefcik serves on the Board of Directors of The Christ School, is the President of the Sandpiper Condominium Association, and is a member of the Dean's Executive Council for the UCF College of Arts and Sciences. He has served as a member of the State of Florida Chamber of Commerce Education Committee, a past board member of the Organizational Communications Department at Rollins College and an elder of the First Presbyterian Church in Orlando. He is a past president of the Central Florida chapter of the American Society for Training and Development. Last November, UCF selected him to receive the *2005 Professional Achievement Award* for the College of Arts and Sciences.

Joseph and his wife Eugenia live in Orlando with their three children, Thomas, Sarah and Andrew. Most of their free time is spent on sports activities.