

Psychometric & behavioural profiling: what's out there, which one is right for me?



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Psychometric & behavioural profiling enables your organisation to make informed selection and development decisions through objective insight into the personalities and abilities of individuals and teams. Using an impartial, 'vendor-neutral' approach, Reed Learning works with you to select the most suitable and reliable psychometrics for assessment, development and talent management. Organisations increasingly use psychological testing to identify and develop leaders to glean information about predicted behaviour in different circumstances.

'Psychometric' simply means 'measurement of the mind'. Reed Learning works with a variety of psychometric tools and tests, designed to measure and explore key elements of the mind. This includes personality, motivations, attitudes and ability. All of these have an impact upon individuals and teams' work performance. Please note that the following information has been provided by the relevant institutions:

MBTI

The Myers Briggs Type Indicator® instrument is one of a number of questionnaires based on the Myers Briggs model of personality. The Myers Briggs model of personality has many applications, from team building to navigating midlife. It identifies your preferences, which are analogous to handedness. You have two hands. You use them both. But most people are either "right handed" or "left handed". That is, they have a natural inclination or preference for one hand. Similarly, you have many facets to your Myers Briggs personality, prefer some but use all of them.

More technically, the Myers Briggs model of personality is based on four preferences (E or I, S or N, T or F and J or P). You combine the preferences to give your Myers Briggs personality type. For example, having preferences for E and S and T and J gives a personality type of ESTJ. There are sixteen Myers Briggs personality types.

16PF

This is one of the most widely used personality tools in the UK in terms of recruitment, selection and personal development. It's based on the work of Raymond Cattell, a psychologist who identified 16 personality traits including dominance, liveliness, rule consciousness and openness to change. These traits form the basis of the underlying influences on the way in which we behave and are the source of the observable behaviours we see.

Individually or in combination, these traits are assessed and a profile is created. This gives the individual an understanding of how they compare to the general population and can help individuals to understand themselves and their behaviour. The tool is widely used to benefit organisations in terms of decision making in the recruitment or development of staff.



BELBIN

Over 35 years ago Dr Meredith Belbin and his research team at Henley Management College set about observing teams, with a view to finding out where and how these differences come about. They wanted to control the dynamics of teams to discover if and how problems could be pre-empted and avoided. Over a period of nine years, international management teams were studied. Each participant completed a battery of psychometric tests, so that attributes such as personality and behaviour could be brought into play and their effects on the team could be accurately considered.

As the research progressed, it revealed that the difference between success and failure for a team was not dependent on factors such as intellect, but more on behaviour. The research team began to identify separate clusters of behaviour, each of which formed distinct team contributions or "Team Roles". A Team Role was defined as: "a tendency to behave, contribute and interrelate with others in a particular way." It was found that different individuals displayed different Team Roles to varying degrees.

The Team Roles that Meredith Belbin identified are used widely in thousands of organisations all over the world today. By identifying our Team Roles, we can ensure that we use our strengths to advantage and that we manage our weaknesses as best we can.

SDI

The SDI is a paper-based or on line questionnaire created specifically to make the benefits of Relationship Awareness Theory available to everyone.

Individuals complete it by answering specific questions that look at the following two situations:

- When things are going well and you feel good about yourself and...
- When things are going wrong and you are in conflict with others

SDI is a learning resource because there are no 'right or wrong' answers – just two positions on a unique, coloured triangle, which is used to plot your position based on your Motivational Value Systems. Understanding your own Motivational Value System helps you appreciate why other people do what they do. This 'enlightenment' has an immediate impact on your relationships, both personal and professional.

The SDI® is based on more than 30 years of research by psychologist Elias H. Porter into self-concept from which he developed his Relationship Awareness Theory™. Although many personality theories are about people, this theory was meant for people. It has provided an effective means for understanding ourselves and for understanding others so that interpersonal relationships can be mutually productive and gratifying. Porter's work was heavily influenced by psychoanalysts Sigmund Freud and Erich Fromm, and psychologist Carl Rogers.

Key Pricing Summary:

- Questionnaires from £30 per person
- Coaching Sessions from £1200 per day, allowing up to 5 1-2-1 sessions, or small workshops allowing up to 4 managers
- Assessments results are often used within the training sessions, for greater learning relevance and anchor for discussions

DISCUS

DISC is a personality profiling tool which is valuable in raising an individual's self awareness of four factors of their behaviour; Dominance, Influence, Steadiness and Compliance. These are fairly complex constructs, and aren't easily expressed in single words, but they can be characterised as assertiveness, communication, patience and structure.

Using this information, DISC can be used to describe a person's general approach, including their motivations and dislikes, strengths and weaknesses, and some of the basic assumptions they make about other people. It can also go far in helping to predict how a person will react to a specific set of circumstances.

HOGAN

Hogan's suite of assessments help organizations solve human resource problems. The four assessments create profiles to reveal a person's reasoning skills, competencies, values, and leadership characteristics. This helps HR and senior management understand the underlying sources of employees' (and potential employees') behaviours. Hogan tools provide a flexible and robust framework for human resource planning, and assessment for selection and development purposes. Indeed, data from the assessments produce comprehensive reports that contain recommendations for hiring and development. Our clients then use these insightful reports to make decisions regarding the selection and development of employees. This process is carried out with the help of our expert staff who serve as consultants, researchers and advisers to every client.

INSIGHTS

This psychometric testing service understands the uniqueness of each individual and illustrates the exceptional ways in which recognising and valuing differences can empower people, teams and entire organisations. It is an accurate and dynamic tool for assisting individuals in their search for understanding – both in terms of their personal style and in managing their relationships with others, at work and at home.

The Insights tool is available for use in the selection and development of staff at all levels. Supported by feedback sessions, results help individuals and their managers understand their key strengths and potential areas for development. The psychometric tools are regularly used to assist with coaching, career development and team building.

