

PROFILE:MATCH® - Ten Reasons Why

1. Your 'virtual' psychologist

Aiming to put the interpretive expertise of highly experienced business psychologists at your disposal, PROFILE:MATCH® is an expert system designed by the PCL team who have been at the cutting edge of online assessment for almost a decade. Rather than simply putting paper and pencil questionnaires onto web pages, the development of PROFILE:MATCH® launches a new wave of assessments tapping into the full capability of the internet.

2. YOU set the agenda for each assessment

Abandoning the 'one size fits all' approach of using the same personality questionnaire for every role, PROFILE:MATCH® allows you to tailor assessments, creating questionnaires that target the key competencies influencing performance. By cutting out irrelevant information, reports are sharply focused and to the point.

3. FREE job analysis

Your main task in relation to PROFILE:MATCH® is to select the competencies that underpin high performance in any role. When in doubt, use the Job Analysis Survey (JAS), a FREE service incorporated into PROFILE:MATCH® that helps you focus assessments accurately.

4. bridge that language gap

PROFILE:MATCH® uses the familiar language of workplace competencies, eliminating the need to speak 'psychometrics'. Reports are accessible to everyone from candidates to decision makers and dovetail with other competency based techniques such as assessment centres, appraisals, and competency based interviews.

5. personal development and 360° too

PROFILE:MATCH® offers an integrated suite of key HR assessment functions. In addition to selection tools PROFILE:MATCH® offers comprehensive personal development and 360° reports based on either selected competencies or on a generic range.

6. 100% consistent candidate ratings

While the competency approach provides a consistent framework for candidate evaluation, in the past competency ratings have often been based on subjective judgements. PROFILE:MATCH® competency ratings are 100% consistent – and fair to all candidates.

7. measures that can be developed and refined

PROFILE:MATCH® competency ratings are mathematically formulated using 'Competency Metrics' so they can be refined in the light of qualitative and objective research and fine tuned to the particular competency definitions of any organisation.

8. robust foundations for performance predictions

Because competency metrics *combine* scales, rather than *fragmenting* them PROFILE:MATCH® performance inferences are (a) based on large numbers of items, and (b) able to draw from the wide knowledge base of FFM personality research.

9. finely incremented competency ratings

While competency ratings have typically been on a 3 or 5 point rating scale PROFILE:MATCH® competency metric technology uses a 45 point scale (effectively the functioning range of the T scale) reduced - for pragmatic concerns about over-interpretation - to a 15 point scale.

10. realising the full potential of personality assessment

The art of profile interpretation is to recover the subtlety and complexity of personality lost in the measurement process. PROFILE:MATCH® unravels interactions *between* scales, blending up to 5 different scales in each competency rating and incorporates non-linear relationships to which other psychometric techniques are 'blind'.