

Removing the barriers to psychometric testing:

1) Isn't psychometric testing elaborate, mysterious and expensive?

PROFILE:MATCH® provides the most user friendly interface yet devised for psychometric assessment, delivering expert reports at a fraction of the cost of experts. In a few simple steps, competency centric reports are delivered to your inbox - reports for selection, for development, for 360° appraisal or for job analysis.

2) Don't I need to speak the technical language of psychological assessment and to be trained in psychometric testing to interpret the reports?

This is a genuine expert system and reports, fully interpreted in competency terms, are written for untrained decision makers. You will need to know how to use the system and workshops are available. Of course, you can always take it to the next level and many PROFILE:MATCH® users do have psychometric expertise.

3) How can I clarify which competencies are essential for success in a particular role?

The PROFILE:MATCH® Job Analysis Survey (JAS), which is FREE, addresses the question 'what should we be looking for?'. It identifies the critical competencies for high performance. The JAS is always there to help if you need it.

4) How does PROFILE:MATCH® shape up to fairness issues?

Interpretation of personality psychometrics by one expert will never be exactly the same as another. But by using mathematical algorithms and 'savvy' job specific questionnaires, PROFILE:MATCH® standardises the interpretation process.

The text and competency ratings reported are 100 per cent consistent across candidates.



Psychometrics to go

Today's number one trouble spot in the world of staffing and recruitment is the war for talent and the realisation that, as the baby boomers finally retire, finding and retaining talented staff is going to get increasingly difficult. Psychometric testing has a crucial role to play in this arena; helping to identify which job applicants really do have the edge, and which individuals in the current work force have the potential to be developed for greater things.

The impact of the internet on psychometrics over recent years has been spectacular - the equivalent of propelling Dickens' Bob Cratchit from Scrooge Chambers to a computer screen in Canary Wharf overnight. Traditional face-to-face assessments using paper and pencil tests are already a thing of the past. Today, job applicants complete online questionnaires and hiring managers on the other side of the globe have the results in seconds. These internet inspired changes have been truly dramatic; simplifying the process, reducing costs and yielding almost immediate results. Curiously, the actual assessments have remained almost unchanged, because questionnaires have simply been transferred from paper to web pages - the medium has been dramatically transformed, but the content has not.

Usually, as technology gets more reliable and more consensual, it becomes less of an issue and is taken for granted. The first cars were so unreliable that each vehicle came with its own mechanic and early computers were completely unfathomable except to a handful of boffins - how things have changed! Cameras too have followed this route from flaky apparatus to ubiquitous mobile phone add-on. Yet accessible psychometrics has been a long time coming. Even the culture shock of the internet has failed to secure

a similar transformation from the obscure to the accessible for psychometric testing. The professional community involved is only now waking up to the possibilities and PROFILE:MATCH® sets a new benchmark for ease of use.

There is now an overwhelming consensus about personality assessment. The Five Factor Model (this term achieves over 38 million Google hits) is a model of personality that is backed by unprecedented research evidence. The technology is now both reliable and consensual, so the question is no longer what you measure, but how you go about it. The task of the PROFILE:MATCH® team has been to develop a user interface for Five Factor Model psychometrics that strives for the kind of usability that Microsoft achieved for computers with the development of Windows.

PROFILE:MATCH® is an expert system built by business psychologists at Psychological Consultancy Limited. PCL has more than a decade's experience with computer and internet based assessments and was the first UK company to put authoritative personality questionnaires online in 1999. PROFILE:MATCH® is the result of a radical rethink based equally on traditional psychometrics and the awesome capability of the internet. The PCL team took a fresh look at occupational testing - and were prepared to re-engineer the process from the ground up. Nevertheless, these are evolutionary developments rather than revolutionary changes. The PROFILE:MATCH® system is the logical next step in a psychometric tradition that stretches back to the 19th century.

Much of the complexity of traditional psychometrics arose from the unfocused approach of assessing every aspect of personality and using the same

questionnaire, whatever the job. This is fine if you can sort out what this means for any particular role, but not a technique for the uninitiated. In contrast, PROFILE:MATCH® questionnaires are targeted at specific desired competencies from the outset, eliminating data about irrelevant aspects of personality. And, by conducting the complete process in the everyday language of competencies, PROFILE:MATCH® keeps the psychometric complexities behind the scenes (think 'engine under the bonnet', the code behind Windows or the electronics hidden in the camera).

The PROFILE:MATCH® team's radical rethink turns the process of profile interpretation on its head and dramatically simplifies everything. The user simply identifies the competencies required for the job and the system takes care of the rest. PROFILE:MATCH® automatically builds a 'savvy' job focused questionnaire that is presented online to the candidate. Competency based reports are then delivered to the designated inbox - reports that dovetail neatly with other competency based techniques: competency based interviews, appraisals, 360° assessments and development programmes.

Selection decisions are among the most difficult and most important decisions made within any organisation and no single source of information about candidates is 100 per cent reliable, but psychometric testing can make a rigorous, objective, evidence based contribution. PROFILE:MATCH® now brings this proven technology within the reach of all decision makers and hiring managers. ■



PROFILE:MATCH®
Half-day Workshops and 360° training
Tel: 01892 559 540

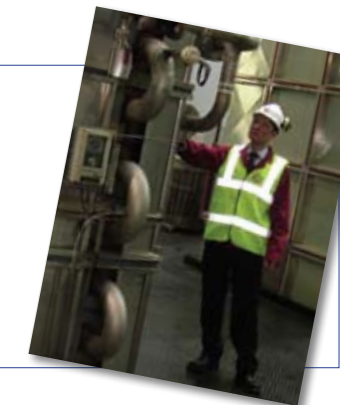
Email info@profilematchassessments.com or call 01892 559 540 and request the current PROMO CODE to get five FREE assessments.
Or, just Google 'profile match' to visit the website.



'Being recruitment consultants, PROFILE:MATCH® is a useful assessment tool which we have used for a spectrum of requirements and recommend to all our clients. It allows us to provide tailored, detailed reports in an efficient manner.' *Joanne Scerri, HR Executive, Misco, Malta*



'PROFILE:MATCH® forms an integral part of our recruitment and selection process at the North British Distillery. It allows us to tailor and focus reports on the key requirements for the roles we are recruiting for.' *Glyn Cave, North British Distillery*



'We've been using PROFILE:MATCH® competency assessments as part of our recruitment process for over a year now. The online candidate report is a really useful and easy to administer addition to our selection toolbox.' *Mike Billinghamy, HR Manager, South West Water*



'PROFILE:MATCH® is assisting in the transformation of recruitment of non clinical staff.' *Carole Livett, Manager Learning & Organisational Development, London Ambulance Service NHS Trust*



'At People3, we have built the PROFILE:MATCH® process into our selection strategy. This innovative, cost effective, low maintenance psychometric tool underpins our selection of suitable candidates and has contributed to our success.' *Vicky Sharman MD, People3 Ltd, Specialist Recruitment Agency*

