



Personality Profiling Services **Understand the person beneath the surface**

Introducing Identity

The personality tool preferred by People Mean Business is the ***Identity Personality Questionnaire***. Developed specifically for business applications, it is a high quality, researched personality questionnaire that is more accurate and predictive than other instruments. It is comprehensive, accessible, and easy to use and apply to the business environment.

All Popular Models of Business Personality

Identity derives all the useful models of individuals including Leadership Styles, Team Role preference, Jung Type (same model as MBTI), Learning Styles and Emotional Intelligence. Identity directly assesses 36 business-related personality traits, and the above, in a single administration. Identity translates easily into organisational processes and language.

Accessible & Easy to Use

Identity can be completed manually either prior to, or during an assessment centre, or (our preferred approach) completed securely online. Reports are generated, which can be e-mailed to you in a very short turnaround time, allowing you the time to focus on your decision-making. The process is convenient for all involved. In a selection situation, you can find out a great deal about your candidate and prepare as required to probe deeper at interview. We even supply sample interview questions!

Predicts Performance – Strong Validity

Identity is fully validated for making sensitive selection decisions. Research shows that some scales of Identity are more predictive of leadership performance than even ability tests or interviews.

More Accurate

Identity provides a more in-depth analysis of response style than other tools. Identity uses a number of scales to spot potential faking, exaggeration, poor self-reviewing or emotional defensiveness. Other tools may have none or only one measure of potential response style. Identity also has a vast norm base to ensure appropriate comparisons.

Cost-Efficient

Unlike some testing solutions, with People Mean Business and Identity, you pay just one fee for each respondent who completes the questionnaire, which **includes** a range of reports.

Costs will vary depending on the extent of our involvement (i.e. other costs will occur through attendance at an assessment centre, face-to-face or telephone feedback sessions with candidates etc), but the basic cost of administering the profile direct to your candidates online, interpretation of the result and production of four reports is **just £90 per respondent**.

Reporting

A number of report formats can be produced to meet recruitment and development needs. An example of a selection situation: you may wish to generate **pre-interview** reports for your interview panel members, print a **comprehensive** report and profile for yourself, and also provide a **feedback** report for your candidate. For careers advice or outplacement, the **Career Guidance & Outplacement** report may give an individual some valuable insights into options for consideration.

- **Pre Interview Report**

The pre-interview report distils the profile into core competences to support your interview. The emphasis is on your convenience, providing targeted information at your fingertips when you need it. The report also provides useful, open questions to help you explore areas effectively.

- **Comprehensive Report**

The comprehensive report can provide the primary 36 scales of the Identity model, and all models derived such as Leadership Style, Team Role, Jung Type (same model as Myers Briggs Type Indicator), Learning Style and Emotional Intelligence. It is useful across all applications, for all levels of recruitment and also for personal insight.

- **Feedback Report**

It is not only ethical to provide applicants with feedback on Identity, but also provides a professional impression of your Company. The feedback report can be as detailed as the comprehensive report, or more focussed on the Identity primary profile. It can be used for both providing feedback to applicants, or providing useful self-insight as part of a coaching process or development event.

- **Career Guidance & Outplacement Tool**

The career focus report guides individuals towards occupations that are suited to their interests and work preferences. The report can form the basis of a careers discussion or be given as direct feedback for anything who is thinking about starting a new career, planning a career transition or wishing to focus their development.

Call us now on 01305 751785 to try Identity for yourself at the *introductory price of £65* or to receive FREE sample reports