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Trevor D. West, CHRP is President of Psychometrics West, Employment Assessments and Human Resources Consulting, a firm dedicated to helping individuals and organizations to realize their maximum potential.

Trevor has been working with Psychometric Assessment Instruments for more than fifteen years and is qualified to administer both trait (*Prevue*) and type (Myers Briggs Type Indicator) instruments.

Trevor has been a resident in the Okanagan for fifteen years and has provided consulting services to private, public and not for profit clients across Canada and the US, since 1992.

What are Psychometric Assessments?

Psychometrics

The following are definitions of the word Psychometrics:

- The science of psychological measurement.
- The psychological theory or technique of mental measurement directed toward the mind specifically in its cognitive function.
- The systematic use of tests to quantify psychophysical behaviour, abilities and problems and to make predictions about psychological performance.
- The use of tests to measure skill, knowledge, intelligence, capacities, or aptitudes and to make predictions about performance.

Experimental psychologists routinely devise tests to obtain data on perception, learning and motivation.

Psychometricians design and administer psychological tests both to generate empirical data on mental processes, and to refine their understanding of measurement techniques and the statistical analysis of results.

Personality Testing – What is it?

As discussed above there are a variety of tests available to measure interest, intelligence, skills, and personality. This segment's focus is on the personality test. These tests are essentially designed to assess habitual behaviour (e.g. assertiveness) as well as how an individual deals with certain situations. These personality tests fall into two distinct types – **Ipsative** and **Normative**.

It is essential that an organization understands the differences between these test types. The improper application of either test not only negates its worth but also exposes the organization to potential litigation.

Ipsative Tests

Ipsative tests are based on forced choice questions and responses. Each choice is scored. These scores can only represent the relative strengths of the person being tested and cannot be compared to any other individuals. Such tests can typically be identified in the marketplace by the test asking the person to “describe themselves”. Ipsative tests are normally used by consultants as developmental or coaching instruments. This type of test would not normally be used in recruitment and selection and generally speaking only have a validity of approximately 50%.

Normative Tests

Normative tests measure quantifiable characteristics on individual scales. These scales can vary independently. Also the scores can measure the characteristics of an individual against confirmed patterns of normality (e.g. bell curve). Normative testing allows people to be compared to particular groups, populations, or jobs. They are therefore more suited as a recruitment and selection instrument but can also be used in development, coaching and training. Normative testing generally has a higher validity than ipsative. Depending on the instrument used the validity can be as high as 75% to 85% as with the *Prevue* Assessment instrument.

When looking at the use of personality tests, consider what type of instrument it is (ipsative/normative), will it meet your needs, is it supported by a technical manual, is it software based/web enabled, what are the costs and potential hidden costs?

Executive Search

Confidential Executive Search

As an executive search consultant we provide assistance with locating and securing the services of key executives and management team members through a specific, targeted search process.

For an exclusive arrangement we offer - No fees in advance, payment is only required upon successful completion of the assignment.

Employee Recruitment and Selection

We can assist with any or all of the following to meet your ongoing staffing requirements.

- Advertise
- Receive and Review Resumes
- Perform Reference Checks
- Interview Candidates
- Conduct Assessments (if required)
- Present Finalists

Fees are based on the level of the position in the organization and is calculated as a percentage of annual salary. Advertising and assessment costs are billed separately only with advance approval.



JOB FIT COUNTS

Do You Want To Improve Your Success Record At Hiring, Coaching And Promoting Individuals Within Your Organization?

If so, you need better information to make an informed decision on employee job fit.

Prevue Assessment™ provides this, and also identifies other critical information that impacts job performance.

Prevue Assessment™ is an integrated psychometric assessment that measures a person's abilities, interests, personality and working characteristics. It is proven, affordable and is fully web enabled.

For information, contact your local distributor:

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Why Use *Prevue* Assessments?

The Iceberg Principle

We all know that only 5% of the iceberg is above the waterline and 95% is below the waterline. This is very much like people in an interview setting. They will generally only let you see 5% of who they are. You can ask probing questions, situational questions and behavioural based (the more you do the better), however, by far the majority of the individual will remain below the waterline.

Prevue Assessments help you see what is below the waterline. They measure skills & abilities, motivations & interests and behavioural dimensions.

Home Buyer Analogy

For those of you that understand the iceberg principle, but need to have it put to you in business like terms, I offer the following. When you plan to purchase a home you would not do so without having a home inspection completed by a qualified inspector. You would likely consider a purchase of this magnitude foolish without knowing everything about the home. Hiring a new employee, orienting them, training them, providing benefits of employment all come at significant cost. Why would you want to hire them without getting an inspection?

Prevue Assessments provides you with that inspection allowing you to receive a world of information about the individual and measure them against a benchmark for the position to obtain a level of **job fit**.



MBTI—Jungian Type Theory

What Is Psychological Type?

The theory developed by Carl Jung (1875-1961) to explain some of the apparently random differences in people's behaviour.

- From his observations he found predictable and differing patterns of normal behaviour
- His theory recognizes the existence of these patterns, or types, and provides an explanation of how types develop
- Predictable differences in individuals are caused by differences in the way people prefer to use their minds
- The core idea is that, when your mind is active, you are involved in one of two mental activities
 - Perceiving—taking in information ; or
 - Judging—organizing that information and coming to conclusions.

For more information see our future articles on MBTI, Psychological Type and Jungian Theory.



Psychometrics West

Announces the launch of our website:

www.psychometricswest.com

Contact us with your questions or just feel free to navigate the



Jungian Theory Explained – Processes and Preferences

Your Mental Processes

Everyone uses these four essential mental processes daily in both the external world and the internal world.

- Perceiving processes are (1) Sensing and (2) Intuition
- Judging processes are (1) Thinking and (2) Feeling

According to Jungian theory the external world of people, things, and experience is called **Extraversion** and the internal world of inner processes and reflections is called **Introversion**.

Why Are There Differences Between People?

- Jung believed everyone has a natural preference for using one kind of Perceiving and one kind of Judging. He also observed that a person is more drawn toward either the external or internal world.
- The variations in what you prefer, use, and develop lead to fundamental differences between people. The resulting predictable patterns of behaviour form the basis for psychological type.

What Are Preferences?

- The MBTI reports your preferences on four scales, each of two opposite poles.
- Everyone has a natural preference for one of the two opposites on each of the four scales (E-I, S-N, T-F, J-P) but not both at once and not, in most cases, with equal confidence.
- When you use your preferred methods, you are generally at your best and feel most competent, natural, and energetic.
- There are not right or wrong types/preferences. They simply produce different kinds of people, interested in different things and drawn to different fields
- People with different preferences or types from yours tend to be opposite from you in many ways.
- Each type/preference has its own inherent strengths, as well as its weaknesses.

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Prevue Assessments “Matching People to Jobs through Technology”.

PREVUE ASSESSMENTS

The *Prevue* Assessment is a fifth generation, fully web enabled psychometric instrument, capable of providing a complete job fit analysis. *Prevue* is utilized as a pre employment assessment in: external recruiting, internal advancement, coaching and counseling, training and development, relationship improvement and succession planning. *Prevue* also provides a working characteristics report to better understand the needs of individuals towards optimal performance.

PREVUE CORPORATE COACH

Prevue Corporate Coach is a fully web enabled, coaching for performance, instrument designed to increase job satisfaction through improved communications and the identification of personal development opportunities. *Prevue* Corporate Coach provides information on: 24 personality traits, 3 interest scales and coaching tips on 9 working characteristics. Utilized for coaching management performance, this instrument will ensure the development of human potential in your organization.

Human Resources Consulting Services

Termination & Outplacement Counseling

Work with you to conduct the termination meeting and exit interview. Assist the terminated employee to regroup, develop an action plan and assist with job search/relocation process.

Salary, Benefit & Working Conditions Surveys

Local, regional and industry specific surveys conducted to provide you with up to date comparative data in the competitive market place.

Mediation and Investigation Services

Provide for mediation of unresolved disputes between individuals and groups, including drafting of settlement agreements. Conduct human rights and other complaint investigations.

Strategic Planning Facilitation

Facilitate your strategic planning initiative and provision of a strategic planning report (creation of a living document of goals and objectives with action plans, individuals responsible and timelines).

HR Programs

- Salary Administration / Structure Development
- Group Benefit Plan Review
- Performance Management / Appraisal Systems
- Policy Manual Review and/or Development
- Position Descriptions and Performance Standards
- Career Counseling / Redirection
- Succession Planning Process
- Training Needs Analysis / Identification
- Newsletter Development
- Climate Surveys
- Human Capital Measurement

Your contract human resources department with tailor made programs to suit your needs.

