



**Great leaders know themselves
and the people they serve**



Motivators

An Evaluation of Motivational Styles



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Report For: **Sample Report**

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Why is Independently Tested Accuracy of this Assessment Important?



A recent review revealed **a significant majority of assessments available today were absent the studies & reporting to confirm their accuracy.** Of the small minority which claimed reporting, the significant majority of those were conducted privately; oftentimes by the assessment provider itself, rather than an objective and scientifically qualified third party. However, we are leading by example in this otherwise unregulated industry. How are we doing this? By submitting our assessments to an objective, independently conducted battery of tests: Construct Validity, Reliability, and Disparate Impact - all by a qualified scientific authority (*Assessment Standards Institute*). Our goal? Ensuring the trust and confidence of our users by producing the industry's most accurate and class protected assessments. Please turn to the last page of this report to learn more on this topic, and the steps we've taken to safeguard the scientific accuracy of this assessment.

About This Report

Research shows that the most successful people share the common trait of self-awareness. They're able to more quickly recognize situations that will make them more successful. As such, it's easier for them **to find ways of achieving objectives that resonate and align with their motivations**. Those who understand their natural motivators better are far more likely to pursue the right opportunities, for the right reasons, and get the results they desire.

Motivation helps influence behavior and action. It is vital for superior performance to ensure that your motivations are satisfied by what you do to drive your passion, reduce fatigue, and inspire you.

The Motivators assessment is the result of Dr. Eduard Spranger's and Gordon Allport's combined research into what drives and motivates an individual. **The dimensions of value discovered between these two researchers identify the reasons that drive an individual to utilize their talents in the unique way they do.** These pages will help you understand your motivations and drivers, providing a clear course on how to maximize your performance by achieving better alignment with your passion for what you do and your behavior.

The Elements of the Motivation Index

This Motivation Index is unique to the marketplace in that it examines seven independent and unique aspects of motivation. Most similar instruments only examine six dimensions of motivation by combining the Individualistic and Power into one dimension. This assessment remains true to the original works and models of two of the most significant researchers in this field, thus delivering to you a profile that truly helps you understand your own unique drivers.

The Seven Dimensions of Motivation measured in this report are:

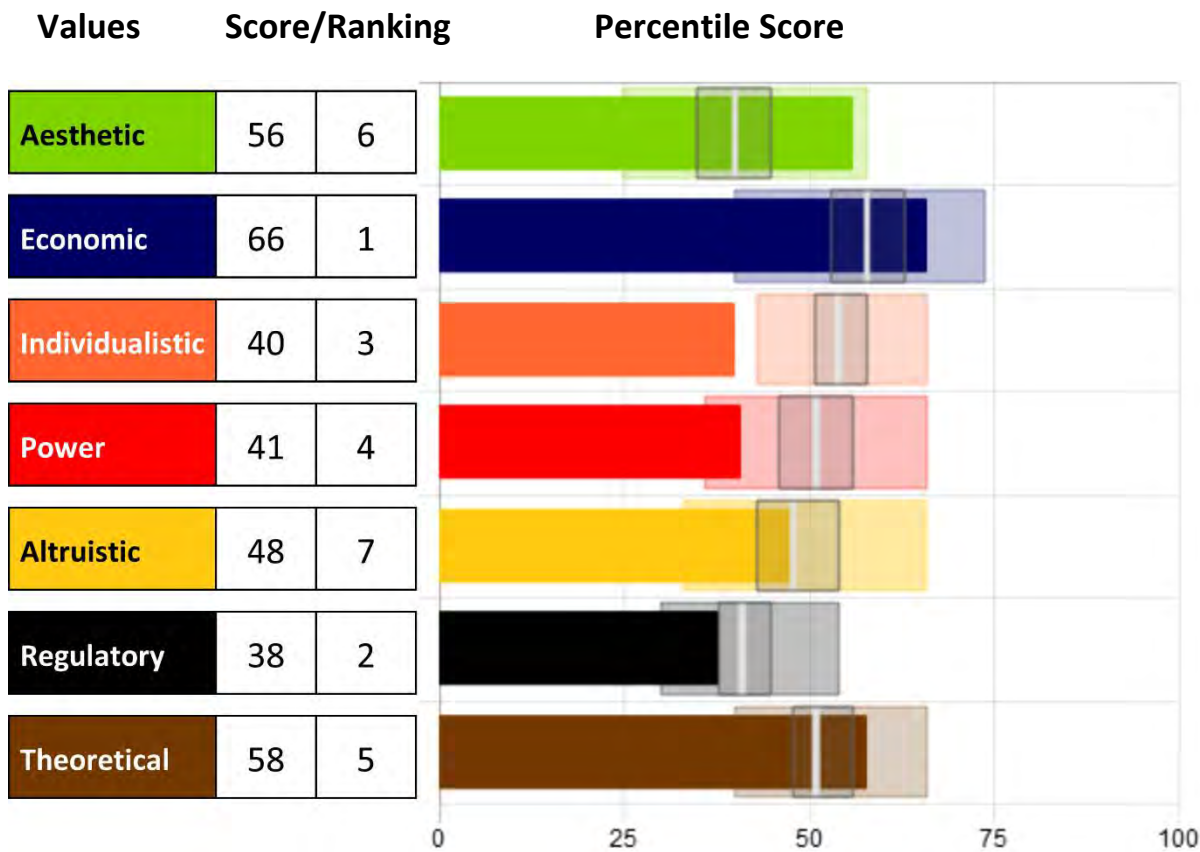
-  **Aesthetic** - A drive for balance, harmony, and form.
-  **Economic** - A drive for a return on investment.
-  **Individualistic** - A drive to stand out as independent and unique.
-  **Power** - A drive to be in control or have influence.
-  **Altruistic** - A drive to help others at the expense of self.
-  **Regulatory** - A drive to establish order, routine, and structure.
-  **Theoretical** - A drive for knowledge, learning, and understanding.

A Closer Look at the Seven Motivator Dimension Scores

Each descriptor below reveals your preference for shaping behavior and indicates what energizes you.

Motivator	Low Score Energized by...	High Score Energized by...
Aesthetic	Grounded Pragmatic and tangible approaches that bring concrete and reliable results.	Eccentric Achieving equilibrium and harmony between the world around you and yourself.
Economic	Satisfied Less competitive approaches and being more satisfied with what you already have.	Self-Mastered Self-interest, economic gains, and achieving real-world returns on efforts.
Individualistic	Secure Not seeking the limelight, keeping ideas to yourself, and less likelihood of self-promotion.	Unrestricted Expressing your autonomy and freedom from others' ideas and protocols.
Power	Submissive Supporting other people's efforts and a less focused approach to owning your own personal space.	Domineering Directing and controlling people, environments, and personal spaces.
Altruistic	Self-Focused Focusing on personal wants and needs and taking a more suspicious stance towards the moves of others.	Pushover Helping and eliminating pain and suffering of others at personal cost.
Regulatory	Defiant Remaining independent of as opposed to depending on the restrictive ideas of others.	Black & White Establishing routine, order, and setting boundaries for yourself and others.
Theoretical	Disinterested A more dismissive view of gathering new information and discovery while relying more on your natural instincts and past experiences for answers.	Scholarly Activities towards knowing everything that can be known about what you believe to be important and truthful.

Summary of Sample's Motivation



Personal Scores
Importance & Impact

- 1. **IMPORTANCE:** The score number & solid bar
Individual Score – shows how much passion you have for that dimension, and reveals how you’ll likely express that Motivator
- 2. **IMPACT:** Ranking
Distance from 50 (whether high or low) - indicates the order of influence that the motivator has on your decisions, from 1-7

Population Scores
Comparison

- 1. **The median line**
Half of the population scores above and half scores below the median
- 2. **The grey box**
AVERAGE scores fall in this range, based on comparison to population
- 3. **The shaded area**
LOW & HIGH scores fall in this range, based on comparison to population

If your score falls outside of the shaded area, you are driven differently than most of the population, whether your score is VERY LOW or VERY HIGH.

Sample's Motivator Word Matrix

The Motivator Word Matrix translates your numeric score into a descriptor for each dimension to help you better identify, understand, and share your motivational orientation. Keep in mind, **the ranges for each of the seven Motivator scales are different**. This means the words will not likely be highlighted in the same area from dimension to dimension, even if your score number is the same.

Eccentric	Self-Mastered	Unrestricted	Domineering	Subservient	Black & White	Scholarly
Impractical	Maximized	Independent	Forceful	Sacrificial	Fixed	Fact-Finder
Unconventional	Competitive	Self-Reliant	Authoritative	Accommodating	Systemic	Studious
Divergent	Incentivized	Creative	Controlling	Obliging	Orderly	Investigative
Imaginative	Practical	Balanced	Directive	Supportive	Disciplined	Inquisitive
Sensible	Judicious	Cooperative	Influential	Helpful	Open-Minded	Reflective
Realistic	Relaxed	Accommodating	Supportive	Self-Protective	Flexible	Street Smart
Practical	Aloof	Supportive	Yielding	Suspicious	Independent	Intuitive
Real World	Apathetic	Apprehensive	Passive	Distrusting	Spontaneous	Surface Analyzer
Grounded	Satisfied	Secure	Submissive	Self-Focused	Defiant	Disinterested
AES	ECO	IND	POW	ALT	REG	THE

Details of Sample's Motivation



Aesthetic - Unconventional

You will likely possess an “inner awareness” and will desire to understand the moods, affections, and values of yourself and others.



Economic - Incentivized

You will likely possess a competitive spirit and will focus on gaining a practical return for your time and energy.



Individualistic - Apprehensive

You appreciate what others bring to the table and may be apt to become the unsung hero of any project or team.



Power - Yielding

You are a better collaborator and won't likely seek position power or authoritative roles.



Altruistic - Helpful

You are able to balance your own needs and the needs of others on the team.



Regulatory - Flexible

You understand structure but will not be bound by another's idea if it does not work for you.



Theoretical - Investigative

You will learn whatever you need to know to get the job done and then some.

Your Aesthetic Motivator - Unconventional



Universal Assets:

- You are more sensitive and intuitive to issues others may have a hard time pinpointing.
- You possess an inner awareness and desire to understand the moods, beliefs, and values of yourself and others.
- You work better in surroundings that are pleasant aesthetically or environmentally responsible.
- You tend to appreciate the deeper meanings in life, which may include interesting clothing, beautiful places, and alternative foods.



Driving Intuitions:

- You bring unconventional thinking to the table. Make sure you aren't afraid to share your intuitive insights.
- You likely have a keen awareness of harm, care, fairness, and reciprocity toward people and animals.
- You will work to live rather than live to work.
- You ensure that creativity and form work in tandem with function and results.



Critical Advantages:

- You show the aptitude to see beyond the common, and may bring a refreshing unconventionality to those around you.
- You will likely believe others think as unconventionally as you do.
- You will attempt to solve practical problems in unconventional ways.
- You don't just go to work; you're usually on a mission.



Growth Opportunities:

- Don't deliver a Cadillac when a Chevy will suffice.
- It's OK that some don't understand and appreciate your passion and creativity as much as you do.
- You could benefit from being a little more realistic.
- You could be using creative and complicated ideas as a safety blanket to avoid having to be overly pragmatic.



Learning Paths:

- You combine new knowledge with creativity to achieve greater harmony and balance in work and life.
- As you learn new things, link them to your ability to see beyond the present and your unorthodox ideas.
- You can assist teams in seeing beyond the present and thinking outside the box.
- You have the ability to connect training and development to people's creativity and intuition.

Your Economic Motivator - Incentivized



Universal Assets:

- You are likely motivated by public recognition and monetary gains for a job well done.
- You may fit the stereotype of the typical hard worker who wants to win most of the time.
- You want tangible rewards based on the results you achieve.
- You respond best when your time is not being wasted on superficial things.



Driving Intuitions:

- You should be certain you are balancing your professional and personal life.
- You should be as concerned about participation as you are with performance.
- You should provide recognition and rewards (e.g., bonuses) as soon as possible.
- Make certain that economic rewards are fair and provide a high-end return for those willing to work for it.



Critical Advantages:

- You play to win or you don't play.
- Your decisions are often pragmatic, results oriented, and bottom-line based.
- You pay attention to your return on investment in business or team activities.
- You are driven by competition, challenges, and economic incentives.



Growth Opportunities:

- You may need to develop an increased sensitivity to the needs of others.
- Remember to include those whose gifts and talents don't generate high returns on their time and efforts.
- You may judge the efforts of others on the team by their ability to produce and not on their ability to maintain.
- You may need to learn how to mask your greed factor so as not to alienate a prospect, a client or others on the team.



Learning Paths:

- If possible, allow time for fun and relaxation as this reduces stress within teams.
- You will likely attempt to provide some rewards or incentives for participation.
- You should spend time assisting others in reaching their goals since it comes natural to you.
- You link learning outcomes to the ability to become more effective in increasing earnings.

Your Individualistic Motivator - Apprehensive



Universal Assets:

- You will not likely seek lime light roles, but rather stay back and support someone else.
- Because you don't seek attention for your efforts, you may be left feeling like a ghost, never drawing attention to yourself.
- You will likely support others while rarely focusing on gaining the personal support you may want or need.
- Since the squeaky wheel gets the grease, you'll need to speak up to be noticed more.



Driving Intuitions:

- You may need more support than you initially imagine.
- You'll prefer a supportive environment where members are equally recognized.
- You may hide rather than thrive in team environments so don't be discouraged when people don't recognize your contribution.
- Don't accept leadership roles that make you uncomfortable.



Critical Advantages:

- You will be able to offer ideas with respect to others and their ideas.
- Not one to draw attention to your own efforts, you will likely be pointing out the efforts of others.
- You'll likely be the unsung hero of any project or team endeavor.
- You'll likely be seen as supportive and serene when the pressure is on.



Growth Opportunities:

- You may settle for less as opposed to fight for what you want.
- You may need to speak up more when you want to suggest something.
- You may struggle with social poise and people interaction at times.
- You may not project your voice when speaking and may not be heard easily.



Learning Paths:

- You should work in cooperative settings where no one is the star of the show.
- You may enjoy more traditional activities as opposed to experiencing very unique or unusual settings.
- You will do well helping others behind the scenes.
- You will likely enjoy group activities.

Your Power Motivator - Yielding



Universal Assets:

- You will excel when in situations that require a maintenance mindset over very high drive.
- You will at times not have the energy for conflicting matters or leadership disputes.
- At times you'll likely want to watch others lead more than you'll want to lead things yourself.
- You may at times feel out of place on a team where people jockey for position.



Driving Intuitions:

- You won't mind yielding your position to avoid controversy or conflict.
- Use your stabilizing ability when working with others and don't allow others to run you over.
- Remember not to say yes to things you don't really want to do.
- Just because people don't voice it, you can't always believe you haven't made a difference.



Critical Advantages:

- You will likely wait your turn and not jump in front.
- You don't have to be the one always behind the wheel; you may be just as happy to chat with a friend in the back seat.
- You're a better collaborator and won't expect credit for all you do.
- Personal accomplishments far outweigh the need for recognition and power.



Growth Opportunities:

- You may be settling for less as opposed to fighting for more.
- You may not want to be the one in charge of something if it's too daunting.
- You should know that your destiny is up to you and not others or circumstance.
- You will likely want to avoid some conflicts and abrasive people, but not always.



Learning Paths:

- You will likely enjoy group activities with some leadership opportunities.
- Being forceful isn't always bad.
- You will likely be quiet and in the background when involved in training activities.
- You may enjoy more cooperative learning activities as opposed to activities that require directing and controlling.

Your Altruistic Motivator - Helpful



Universal Assets:

- You're a stabilizing force between givers and takers and have no extreme view.
- You can both help and hold back. You are able to discern between real needs and when people simply have complaints.
- You can think clearly, logically, and with balanced judgment about the needs of others as well as your own personal needs.
- You are able to understand both the poor and the affluent equally without harsh judgment of either one.



Driving Intuitions:

- You'll likely be uncomfortable with people who give in excess.
- You have a general level of appreciation for others in relationship to the over-all working world.
- You have no extremes on either end of the "helping others" scale.
- You are pragmatic in your approach to assisting others in need.



Critical Advantages:

- You know when helping becomes a hindrance to long-term success.
- You are not moved by every sob story that comes down the pike.
- You are able to pitch in when necessary and say "no" when you've had enough.
- You can both take a stand for injustice and let some seemingly unjust situations ride.



Growth Opportunities:

- You may need to own it more and not hang back and wait for someone else to take control in certain power struggles.
- You can take or leave leadership roles; make sure you are not needed if you decide to sit back.
- You should respect those who appear self-interested and not always mistake them for being "selfish."
- Remember, helping others succeed can have practical results that can deliver business results that matter.



Learning Paths:

- Your ability to be supportive of others as opposed to always having to control the show will benefit you when involved with team dynamics.
- You can be a neutral player and will support others, not having to be the owner of the team and agenda.
- You're flexible and will know when to say no and when to say yes during training and developmental programs.
- You can either be involved in a team-oriented or an individualistic and independent learning activity.

Your Regulatory Motivator - Flexible



Universal Assets:

- You'll accept authority, but will not do it blindly especially if the authority figure does not obey their own rules.
- You can work with both leaders and followers and will bring something to the table with either one.
- You understand structure, but will not be bound by another's idea if it does not work for you.
- You are generally in the middle when it comes to instructions, protocols, and having to do things a certain way.



Driving Intuitions:

- You can mediate between those who think status quo and those ready for change.
- You can understand both the tried and true and those who may be revolutionary in their thinking.
- You bring continuity and structure to untidy situations when necessary.
- You can be a breath of fresh air within routine environments.



Critical Advantages:

- You appreciate regularity and structure, but you are not controlled by this need.
- You may have both open and narrow views on many things.
- You can challenge the establishment as long as you believe you have a better method of accomplishing a particular task.
- You can be a stabilizing member when necessary, but can also do your own thing if required.



Growth Opportunities:

- It might be a good idea to explore more options when facing challenges.
- You could likely benefit from being more independent.
- You could benefit from refusing to give into pressure from those who want change when it's not warranted.
- You could benefit from being a bit more flexible.



Learning Paths:

- You will typically settle upon ways that have been established and proven effective.
- You will likely support established doctrine.
- You will likely get behind programs that have been proven to work well when dealing with people and training initiatives.
- You're open to new ideas and creative solutions that work as long as there are no extremes.

Your Theoretical Motivator - Investigative



Universal Assets:

- Your intellectual capacity may seem limitless.
- You will stick with it until you figure out what is wrong.
- You need more information than necessary before making decisions.
- You have a need to uncover, discover, and recover the truth about a thing.



Driving Intuitions:

- You need more opportunities to expand your theoretical bandwidth.
- You will prefer opportunities that draw upon your expertise.
- People will see you as technically credible and a resource for information.
- If there's a learning event, you're sure to be involved in it.



Critical Advantages:

- You have a hungry brain that must constantly be fed with new information.
- You have the capacity for learning a lot of material and remembering it.
- Your approach will be gaining the necessary information first.
- You will not quit until the problem is understood.



Growth Opportunities:

- You may gather more information than necessary and therefore waste time when decision-making.
- You may be over corrective when around others who know less than you.
- You should be more open to other people's ideas.
- Try being more yielding and less closed to beliefs that cannot be proven empirically.



Learning Paths:

- Your learning and development should be connected to an ongoing stratagem for personal development.
- You should be exposed to others who take more risks and allow yourself the benefit of being around them.
- Your learning activities need to be structured and outlined.
- You're more dedicated than a casual learner when getting new information.

Social Awareness Insights

Each Motivator is divided into population scoring ranges to help you know how similar or different your Motivators are when compared to others. **Very Low** and **Low** scores indicate a lower drive or passion to fulfill the value, while **High** and **Very High** scores indicate a strong drive or passion to fulfill the value. **Average** scores indicate that there is no significant drive or passion, and the desire to fulfill the value will likely be circumstantial in the dimension.

Your scores, as compared to the population:

AES		ECO		IND		POW		ALT		REG		THE	
6	High	1	High	3	Very Low	4	Low	7	Average	2	Average	5	High

Remember: Very High and Very Low scores are potential risks because **wants** become **needs** and can impact your effectiveness.

Aesthetic

Compared to others in the population in this Motivator, you score **High**.

This means that you likely value things in this area somewhat differently from the majority of the population, which may be a source of miscommunication or misunderstanding in some relationships. High Aesthetic styles are likely inventive and imaginative, with a strong appreciation for form over function. They can be unconventional in their mindset and approach and influenced by how they feel about things.

Economic

Compared to others in the population in this Motivator, you score **High**.

This means that you likely value things in this area somewhat differently from the majority of the population, which may be a source of miscommunication or misunderstanding in some relationships. High Economic styles are likely more competitive and driven to get something in return for their efforts, and they appreciate incentives and rewards for their contribution. Getting something back for their investment is important to those high in this Motivator.

Individualistic

Compared to others in the population in this Motivator, you score **Very Low**.

This means that you likely value things in this area very differently from the majority of the population, which may be a source of miscommunication or misunderstanding in some relationships. Very Low Individualistic styles often blend in with the group, are very collaborative, and prefer not to stand out or be noticed for anything other than making a collective contribution. They are supportive and accommodating.

Power

Compared to others in the population in this Motivator, you score **Low**.

This means that you likely value things in this area somewhat differently from the majority of the population, which may be a source of miscommunication or misunderstanding in some relationships. Low Power styles tend to be more yielding to circumstances and dictated expectations, and are frequently supportive of the execution of others' priorities.

Altruistic

Compared to others in the population in this Motivator, you score **Average**.

This means that you likely value things in this area quite similarly to the majority of the population. Average Altruistic styles balance offering help and support to others, and accommodating those who seem to need more assistance, while maintaining healthy boundaries of time and energy without overextending themselves.

Regulatory

Compared to others in the population in this Motivator, you score **Average**.

This means that you likely value things in this area quite similarly to the majority of the population. Average Regulatory styles balance understanding flexibility and conventionality, knowing that sometimes the established methods may be effective, but there is also room for examining new approaches, as there may be more than one way to get things done. While they appreciate order and systematic approaches, they also see value in flexibility and adaptability.

Theoretical

Compared to others in the population in this Motivator, you score **High**.

This means that you likely value things in this area somewhat differently from the majority of the population, which may be a source of miscommunication or misunderstanding in some relationships. High Theoretical styles are more likely to be studious and investigative, looking into more information about a variety of topics and wanting to understand more about how things work, why they are as they are, and how they can be usefully applied to an array of circumstances and experiences.

Motivators Adaptability

Adapting to another's Motivational preference can be quite difficult! Sometimes Motivations are not readily observable, or may be disguised in behavior that doesn't align to them. A key way to understand another's Motivations is to pay attention to the things they value, the way they speak, and where they spend their time and attention (or other resources). What do you see that drives them? You can use some of these questions to guide your discovery; you may ask them or just observe. Once you know someone's Motivators, you can interact with them in a more effective way.

Aesthetic 	• What is beautiful to you? • How important is it for you that you can express yourself creatively? • Are form and aesthetics more important, or is functionality more important? • How important is work/life balance? • Do you find that you are more "head in the clouds" or more practical?
Economic 	• How important is winning for you? • What is a reasonable return on investment? • Do you generally think people have an agenda or want/need something from you? • Would you consider starting your own business or being an entrepreneur? • When you are faced with a situation do you first consider how it will affect you, or how it will affect others?
Individualistic 	• How important is it for you to be independent and autonomous? • If you could do anything you wanted today, what would it be? • Do you think people generally see the world the same way you do? • How do you feel about teamwork and collaboration? • What does "freedom" mean to you?
Power 	• What role do you typically take in a group? • How important is it for you to be in charge? • How would you motivate others to take action? • What kinds of things do you like to have control over? • Do you take initiative, or do you prefer direction before acting?
Altruistic 	• Do you have a hard time saying no, or feel overwhelmed and spread too thin? • What is considered a reasonable amount of assistance or help for others? • Would you more likely give to anyone who needs it, or only to those who deserve it? • Do you tend to sacrifice your needs for the needs of others? • Do you feel like you need to do things for others to be valuable or loved?
Regulatory 	• Is there a right way and a wrong way, or many ways to accomplish something? • How important is it for you to be right? • Are rules and regulations important to you? • How important is structure and process to you? • When you solve problems, do you prefer the tried and true approach or are you more flexible and open to options?
Theoretical 	• How important is it to understand all perspectives and details of a project/problem? • Do you consider yourself to be an expert in any field? • Would you rather spend time studying and reading, or just learn as you go? • What do you love about learning new things? • What do you think is most important – action or knowledge?

Guidelines to help you

1. The scores in this report are a snapshot in time. These scores represent your preferences (desires, such as being in control or not) at the time you completed the survey. These are not lifelong motivators from which you have no choice or power to influence.
2. There are no good or bad scores to have, but there are consequences. If you do not like the level of effort you feel toward your goals, how you are behaving toward others or how others are behaving toward you, you can influence them through intended behavior and emotions (with DISC).
3. The key is to understand your motivational preferences so you can move with the situation to encourage your own awareness, intentionality and growth.

What works?

- Decide what level of effort and intensity (energy) you want to use moving forward.
- Pick one simple behavior to focus on such as how long you take to think through a problem or how you endeavor to get what you need from someone.
- Make it easier to use your motivational orientation you have right now, rather than finding a greater or a more difficult motivational element.
- It is important to develop a practical understanding of your own motivational orientation, so you do not trick yourself into feeling you lack motivation. **We are all motivated**, but we may lack the “energy” (see your DISC graph) for the process of getting what we want.

What is proven not to work?

- Not starting or giving up. The way to get unstuck is not becoming extreme by exaggerating your efforts or stopping them altogether. Try doing something small and then look at the evidence.
- Getting too much information. Information may help to change your attitude and intention, but information alone does not work well to change your behaviors. Action is key.
- Wanting to get better at something is easy. Sticking with small changes is a different story.
- Avoid pursuing “ideal motivational activities or work.” Instead, improve your pursuit of vital work/activities using your natural motivational orientation within this report.

Tiny Steps, Big Results Plan

You are only a few behaviors away from making progress.

Where do I currently excel at work and what motivators are in play already?

Which motivators don't need any additional attention?

With which motivators am I currently struggling and need an extra boost?

Using my understanding of my motivational orientation, which types of additional motivations would work best for me right now?

Using my understanding of my motivational orientation, which types of additional motivations would not work for me right now?

Choose one harmful influence on your motivational orientation (take in small steps) to act on today. Then, practice and repeat.

Choose one positive influences on your motivational orientation (take in small steps) to act on today. Then, practice and repeat

We all are motivated to get better but we get stuck with the process we must go through to move toward what we want. How can I make the process of making progress smaller and simpler? List up to three (3).

So Now What?

This report is filled with information about your seven independent and unique aspects of motivation. You have a profile that truly helps you understand your own unique motivations and drivers and many suggestions in each of the seven motivators sections of this report, particularly the *Growth Opportunities*, for you to apply this valuable information.

Take the next step and begin with the actions outlined to make improvements in the specific motivator sections most important to you and your success. Do not put this report on a shelf or in a file. Use this report as a reference tool. There is a lot of information in it and it is not meant to be digested in just one reading.

(continued from page 2)

How to Assure Assessment Accuracy? Independent & Qualified Testing at Standards Set by the **APA** and **EEOC**

“...we applaud your efforts at making Motivators reliable and valid...” - Assessment Standards Institute

The Assessment Industry’s Past and Present

Assessments have been used since the mid-20th century, initially relied upon by Fortune 500s, calculated by highly skilled PhDs and produced by only a handful of trusted developers. With the advent of the internet in the 1990s, the ability to produce, market, and sell assessments became exponentially easier and less expensive. Since then, it has developed into a kind of “global cottage industry” with hundreds of new assessment developers, producing thousands of different assessments. Each developer purporting its assessments to be scientifically accurate instruments - sold, resold and used by individuals and organizations of all kinds; including many of our largest institutions like Fortune 500s, major universities, world governments, and even military. Frighteningly, this “global cottage industry,” which produces data relied upon by millions, is entirely unregulated with nothing to ensure its consumers are receiving what they are being told and sold. There are zero requirements, safeguards, laws or regulations ensuring the consumer receives a scientifically accurate instrument - or even what the developers and sellers claim.

The Solution? Independent & Verifiable Testing by a Qualified Institution

The *Assessment Standards Institute (ASI)* provides our assessments with verifiably objective testing and reporting that meet standards set by the **American Psychological Association (APA)** and the **Equal Employment Opportunity Commission (EEOC)**. This battery of tests is both voluntary and verifiably transparent. Our goal? To ensure this assessment’s professional merit and scientific accuracy for you, the user. These reports are readily available upon request and include:

Construct Validity (**APA Standards**)

Construct validity is one of the most central concepts in psychology. It is the degree to which a test measures what it claims, or purports to be measuring. Researchers generally establish the construct validity of a measure by correlating it with a number of other measures and arguing from the pattern of correlations that the measure is associated with these variables in theoretically predictable ways.

External Data Reliability (**APA Standards**)

The term reliability in psychological research refers to the consistency of a testing or assessment method. In this case we are measuring the reliability or consistency of assessment measures over time. External Reliability measures the extent to which assessment measure varies from one use to another. In this analysis we are measuring reliability from the use of a test at one time as compared to another time. The comparison is using a mean variance measure referred to as the mean value ratio. The mean value ratio measures the external or time consistency of an assessment.

Disparate Impact (**EEOC Guidelines**)

Employers often use tests and other selection procedures to screen applicants for hire and employees for promotion. The use of tests and other selection procedures can be a very effective means of determining which applicants or employees are most qualified for a job. However, use of these tools can also violate the EEOC Guidelines if they disproportionately exclude people in a protected group by class, race, sex, or another covered basis. Importantly, the law does allow for selection procedures to select the best candidates based on job related requirements. If the selection procedure has a disparate impact based on race, color, religion, sex, or national origin, the employer is required to show that the selection procedure is job related and consistent with business necessity. If discrimination exists, the challenged policy or practice should therefore be associated with the skills needed to perform the job successfully.