



Motivators

An Evaluation of Motivational Styles

Report For: **Sample Report**

Date: **8/14/2025**



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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

	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

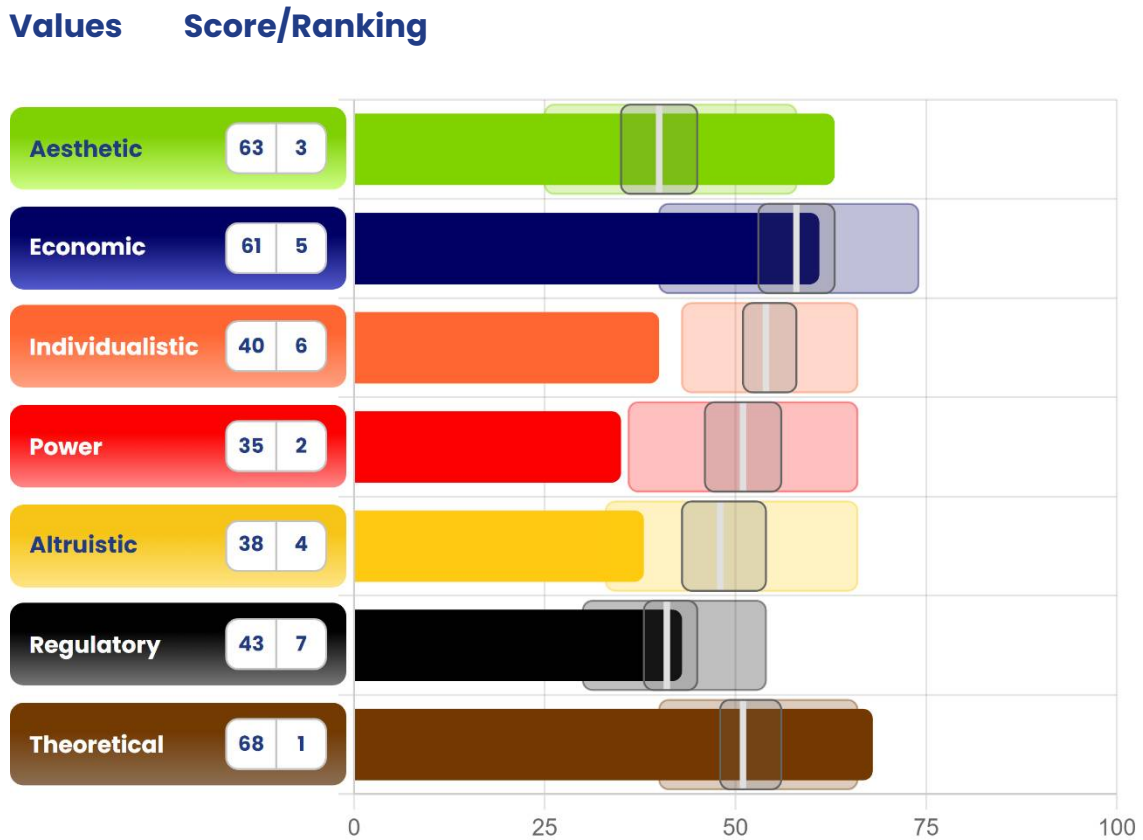


A Closer Look at The Seven Motivator Dimension Scores

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

	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

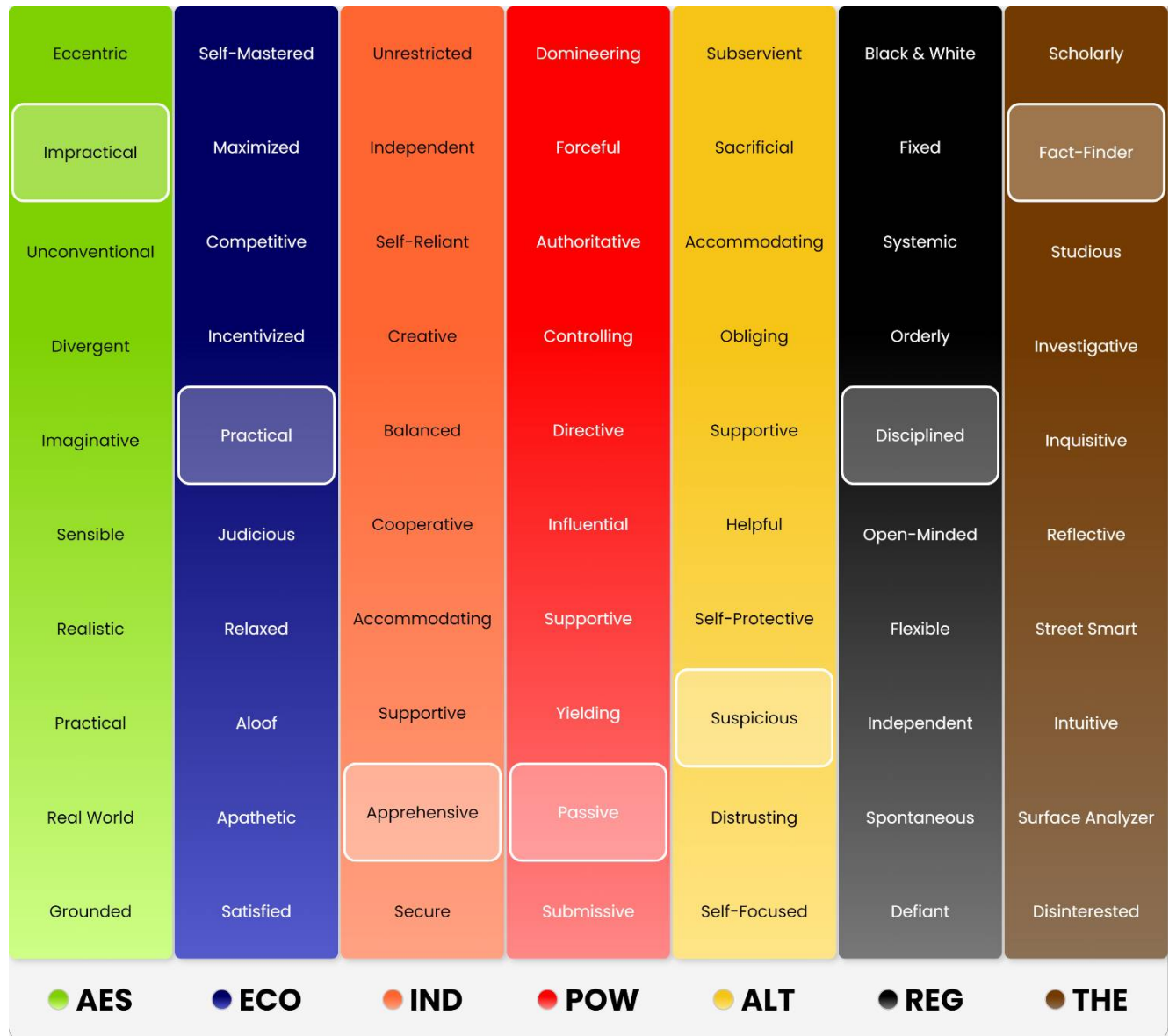
- 1. The median line**
 Half of the population scores above and half scores below the median
- 2. The grey box**
 AVERAGE scores fall in this range, based on comparison to population
- 3. The shaded area**
 LOW & HIGH scores fall in this range, based on comparison to population

NOTE: 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.





Details Of Sample's Motivation



Aesthetic - Impractical

You tend to think “alternatively” and will likely seek personal fulfillment, creative alternatives, and peace of mind rather than the status quo.



Economic - Practical

You will balance yourself between being satisfied with what you have and a need for more.



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 - Passive

You don't need to be behind the wheel and won't mind yielding your position to avoid controversy.



Altruistic - Suspicious

You will make sure you position yourself, so you don't get burned when working closely with others.



Regulatory - Disciplined

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



Theoretical - Fact-Finder

You have an excessive need to uncover, discover, and recover the truth and will spend the necessary time to learn it all.



Your Aesthetic Motivator – Impractical



Universal Assets:

- You may prefer to be your own person and will likely have a high interest in protecting wildlife, the environment, and the undiscovered.
- You will have a hyper awareness of your surroundings and they will need to "feel" right.
- You show a very strong desire for expressing your talents and fulfilling your dreams.
- You may feel as though you were born at the wrong time and might feel misunderstood by most.



Driving Intuitions:

- You should support your drive to understand the deeper meanings behind issues or objectives.
- You should take time to explore creative possibilities rather than settling for things you don't really appreciate.
- You should realize that it takes money to do most things and that it's not a bad thing to have it.
- You should really fight for what you want rather than settling for what you can get.



Critical Advantages:

- You may demonstrate a very high personal and professional regard for the feelings and emotions of those outside the machine.
- You may not be moved by monetary rewards, but rather you are looking for personal fulfillment and peace of mind.
- You are sensitive to the plights of others and will resonate with their inner longings.
- You are very adept at helping others find creative alternatives.



Growth Opportunities:

- You run the risk of your work backing up because you are using impractical means to accomplish work tasks.
- You may place too great an emphasis on creative alternatives leading to impractical outcomes or not meeting important deadlines.
- You could get lost in creative intuition if not kept somewhat reined in and on target.
- Remember that it is OK that some people won't "get" you or understand your alternative ideas.



Learning Paths:

- To increase the meaning of people's lives you could act as a facilitator between people's gifts and talents and meaningful jobs that might require them.
- You have the ability to act as a go-between and integrate people's imaginations with certain tasks.
- You can assist team members in accessing their creative side.
- You should not be afraid to look like the rest of society; it doesn't mean you are one of them.



Your Economic Motivator – Practical



Universal Assets:

- Your score indicates that there would be no excessive need to win when engaging with others.
- You have the ability to identify with individuals who have both high and low satisfaction rates.
- You may have already achieved substantial economic goals of your own.
- Your score indicates a balance between being satisfied with what you have and the need for more.



Driving Intuitions:

- You are comfortably poised between what's in it for you and what's in it for them.
- You can leverage your ability to cooperate with all types of people.
- You'll bring a more balanced approach to giving and gaining.
- You're an asset when it comes to getting along with both practical and imaginative types.



Critical Advantages:

- You are likely motivated by more than just personal gain.
- You can balance the needs and perspectives of those with different attitudes towards financial gain.
- You're fine with helping others with their projects and initiatives without experiencing to "get yours."
- You do not try to compete to the extent of creating dissension within the group.



Growth Opportunities:

- You might need to be aware of those who are not as incentivized as you.
- you may need to get into a different gear in order to get what they want.
- Because you work to live as opposed to living to work, you could be missing out on greater opportunities.
- At times you may need to be more aware of time constraints.



Learning Paths:

- You can focus both on the ambitious and those who are content where they are.
- You should work with those who are not so concerned about leveraging their best interests.
- You may engage in training and development activities in a balanced and supportive method.
- You will be somewhat flexible between being cooperative and competitive.



Your Individualistic Motivator – Apprehensive



Universal Assets:

- Because you don't seek attention for your efforts, you may be left feeling like a ghost, never drawing attention to yourself.
- You may never make the necessary noise surrounding important issues and may set yourself up for being overlooked.
- 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:

- Because you demonstrate a high degree of team-mindedness, you can easily get overlooked.
- You'll prefer a supportive environment where members are equally recognized.
- Don't accept leadership roles that make you uncomfortable.
- You may need more support than you initially imagine.



Critical Advantages:

- 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.
- 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.



Growth Opportunities:

- You may not share your opinions openly and then later regret not saying something when the heat is off.
- 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 shudder to think about public speaking or directive roles.



Learning Paths:

- You should work in cooperative settings where no one is the star of the show.
- You will likely be more disciplined than chaotic.
- You may be more practical and less innovative.
- You may enjoy more traditional activities as opposed to experiencing very unique or unusual settings.



Your Power Motivator – Passive



Universal Assets:

- You'll likely want to watch others lead more than you'll want to lead things yourself.
- You may not volunteer yourself for positions of greater responsibility.
- You will not like high-pressure environments with excessively driven people types.
- You will not have the energy for conflicting matters or leadership disputes.



Driving Intuitions:

- Just because people don't voice it, don't believe you haven't made a difference.
- Don't say yes to things you don't really want to do.
- Use your stabilizing ability when working with others and don't allow others to run you over.
- You won't need to ask for input once decisions are final and people have moved on.



Critical Advantages:

- You're a better helper and won't expect credit for all you do.
- You will likely wait your turn and not jump to the front.
- You may quickly spot the value in others sooner than you see it in yourself.
- Personal accomplishments far outweigh the need for recognition and power.



Growth Opportunities:

- You may need to remind yourself that life is what you make it.
- You may not think you are worth other people's investment.
- You will likely be a target for aggressive people who may want to take advantage of your willingness to help.
- Standing up for yourself might feel wrong at times.



Learning Paths:

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



Your Altruistic Motivator – Suspicious



Universal Assets:

- You may survive, as opposed to thrive, in certain life and business situations.
- You will likely not appreciate people who don't carry their own weight.
- You probably have low tolerance for people who complain and whine about their problems.
- You will likely be determined in chaos.



Driving Intuitions:

- Because you will gravitate towards independence when working, schedule time for independent activities.
- You respond better to logic and reason and will likely rebuff touchy-feely approaches.
- Remember that there will be a decent amount of people that may believe you don't like them.
- You connect all outcomes to practical needs as opposed to people needs.



Critical Advantages:

- You will be difficult to take advantage of in business.
- You take problems and challenges seriously.
- You are usually able to do the harder things when it comes to people decisions.
- You are not afraid to say "no" when it's warranted.



Growth Opportunities:

- Even though you may care about people, some will think you have a funny way of showing it.
- You might be avoided by emotional "feeler" types especially if you're not a people person.
- You may benefit from placing yourself in someone else's shoes more often.
- You may be somewhat cutthroat when competing with others.



Learning Paths:

- You may likely be quiet and in the background when involved in training activities.
- Being forceful isn't bad, but sometimes it scares people if it's too strong.
- You may not feel at home when working emotionally with teams.
- You may not enjoy cooperative learning activities as opposed to activities that require directing and controlling.



Your Regulatory Motivator – Disciplined



Universal Assets:

- You understand structure, but will not be bound by another's idea if it does not work for you.
- You'll accept authority, but will not do it blindly especially if the authority figure does not obey their own rules.
- You are generally in the middle when it comes to instructions, protocols, and having to do things a certain way.
- You have no extremes when it comes to regularity and dependence on methods that work.



Driving Intuitions:

- You can be a breath of fresh air within routine environments.
- You can create acceptable policies and procedures that speak to most minds.
- You bring continuity and structure to untidy situations when necessary.
- You can mediate between those who think status quo and those ready for change.



Critical Advantages:

- You may have both open and narrow views on many things.
- You can be a stabilizing member when necessary, but can also do your own thing if required.
- You can challenge the establishment as long as you believe you have a better method of accomplishing a particular task.
- You are a situational doer, being able to work within established structures or within arenas that may lack guidelines.



Growth Opportunities:

- You could benefit from refusing to give into pressure from those who want change when it's not warranted.
- You could likely benefit from being more independent.
- You could benefit from being a bit more flexible.
- You may need to take a stronger stand on some important issues.



Learning Paths:

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



Your Theoretical Motivator – Fact-Finder



Universal Assets:

- You need more information than necessary before making decisions.
- You will stick with it until you figure out what is wrong.
- You need proof.
- You will have doubts about what you don't have ample evidence for.



Driving Intuitions:

- You prefer knowledge-based incentives.
- You need more opportunities to expand your theoretical bandwidth.
- You likely learn more by accident than others do on purpose.
- You will prefer opportunities that draw upon your expertise.



Critical Advantages:

- You have a capacity for learning almost anything.
- You have patience and time set aside for analyzing.
- You will likely make decisions based upon the information and not your personal feelings.
- You will typically come prepared for a meeting knowing more than anyone else.



Growth Opportunities:

- You may gather more information than necessary and therefore waste time when decision-making.
- You should be open to other people's ideas.
- You may inadvertently disregard others' ideas if you perceive them to be less intelligent.
- Others may see you as rigid and dogmatic in your thinking.



Learning Paths:

- You should be exposed to others who take more risks and allow yourself the benefit of being around them.
- Your training and development should involve reliable information that makes logical sense.
- Your learning activities need to be structured and outlined.
- Your learning development should be connected to new ideas and concepts.



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:



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 Very High.

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 High Aesthetic styles may tend toward impracticality and originality, and are often described as eccentric or unusual by others. They likely value work life balance and place focus on their well-being. The journey and the experience matter much more than the result.

Economic

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 Economic styles typically recognize the need for balance in getting what they desire and helping others get something, too. They tend to be practical and just in ensuring everyone is rewarded for their time, work, and attention.

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 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 Power styles often relinquish control and will not try to initiate change, preferring to accept things as they are.

● Altruistic

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 Altruistic styles tend to be helpful, but with a self-protective awareness so they are not taken advantage of, and will limit support to what they perceive is reasonable. They have firm boundaries around their time and energy and how it is applied.

● 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 Very High.

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 High Theoretical styles are typically complicated thinkers, analyzers, skeptical investigators, and those who become the experts in not just some subjects, but as many subjects as they encounter. They have a strong desire for knowledge, learning, and understanding, and value retention of information, truth, complex problem solving, and others with curiosity and expertise.



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	<p>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?</p>
 Economic	<p>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?</p>
 Individualistic	<p>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?</p>
 Power	<p>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?</p>
 Altruistic	<p>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?</p>
 Regulatory	<p>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?</p>
 Theoretical	<p>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?</p>



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.



Action 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!

Disclaimer

There are no warranties, express or implied, regarding the online MOTIVATORS assessment. You assume full responsibility, and the authors & assessment company and their agents, distributors, officers, employees, representatives, related or affiliated companies, and successors, and the company requesting you to complete this MOTIVATORS Assessment (THE GROUP) shall not be liable for, (i) your use and application of The MOTIVATORS Assessment, (ii) the adequacy, accuracy, interpretation or usefulness of The MOTIVATORS Assessment, and (iii) the results or information developed from your use or application of The MOTIVATORS Assessment.

You waive any claim or rights of recourse on account of claims against THE GROUP either in your own right or on account of claims against THE GROUP by third parties. You shall indemnify and hold THE GROUP harmless against any claims, liabilities, demands or suits of third parties.

The foregoing waiver and indemnity shall apply to any claims, rights of recourse, liability, demand or suit for personal injury, property damage, or any other damage, loss or liability, directly or indirectly arising out of, resulting from or in any way connected with The MOTIVATORS Assessment, or the use, application, adequacy, accuracy, interpretation, usefulness, or management of The MOTIVATORS Assessment, or the results or information developed from any use or application of The MOTIVATORS Assessment, and whether based on contract obligation, tort liability (including negligence) or otherwise.

In no event, will THE GROUP be liable for any lost profits or other consequential damages, or for any claim against you by a third party, even if one or more of THE GROUP has been advised of the possibility of such damages.



ASI Validation

Why is Independently Tested Accuracy of this Assessment Important?

A recent review found that the majority of assessments available today lack reporting to verify 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.



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” – 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.

Reliability – Cronbach’s alpha (APA Standards)

This technique is regarded as one of the most robust measures of reliability and presents the highest ‘bar’ from which to compare. The readers should note that Cronbach’s alpha is the method selected for this instrument, because of its high standards. The reader is encouraged to compare reliability coefficients presented herein to other vendors, and also to ask those vendors which reliability formulas they used to compute their reliability coefficients. Cronbach’s alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach’s alpha is one way of measuring the strength of that consistency.

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.