



ONLINE  
DISC  
PROFILE



# Motivators

An Evaluation of Motivational Styles

Report For: **Sample Report**

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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

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

## A Closer Look at The Seven Motivator Dimension Scores

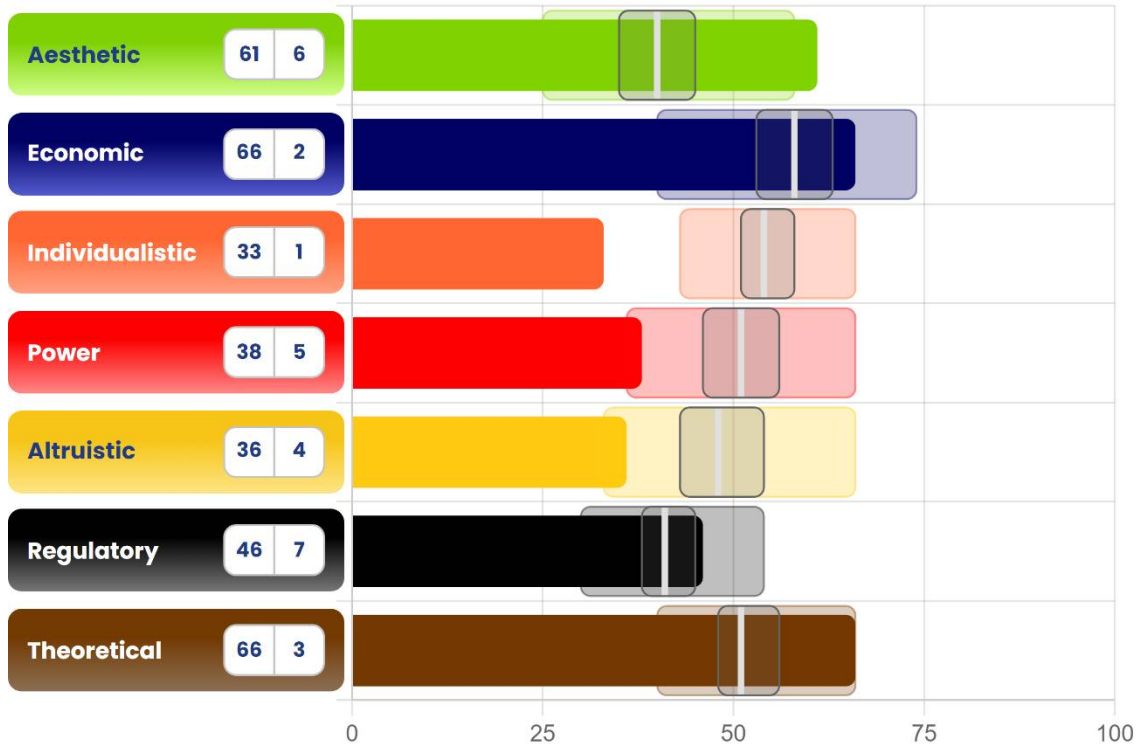
Each descriptor below reveals your preference for shaping behavior and indicates what energizes you.

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



## Summary of Sample's Motivation

### Values Score/Ranking



### 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.

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 - Impractical

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



### Economic - Incentivized

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



### Individualistic - Secure

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 - Suspicious

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



### Regulatory - Orderly

You believe there's only one way to solve a problem and will endeavor to work within established boundaries.



### Theoretical - Studious

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 prefer an enjoyable and meaningful work environment that makes your soul feel inspired.
- You work better in surroundings that are pleasant aesthetically or environmentally responsible.
- You possess an inner awareness and desire to understand the moods, beliefs, and values of yourself and others.
- You tend to appreciate the deeper meanings in life, which may include interesting clothing, beautiful places, and alternative foods.



### Driving Intuitions:

- 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 show an interest in the deeper meaning of ordinary things.
- You bring unconventional thinking to the table. Make sure you aren't afraid to share your intuitive insights.



### Critical Advantages:

- You will attempt to solve practical problems in unconventional ways.
- You likely think beyond yourself in regards to work and will seek balance between yourself and your surroundings.
- You show the aptitude to see beyond the common, and may bring a refreshing unconventionality to those around you.
- 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.
- You tend to approach problems, opportunities, and challenges in uncommon ways, which might create unnecessary risks.
- 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.



### 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 have the ability to connect training and development to people's creativity and intuition.
- You can assist teams in seeing beyond the present and thinking outside the box.





## Your Economic Motivator – Incentivized



### Universal Assets:

- You will notice expensive cars and confident people.
- Your outcomes should demonstrate a bottom-line financial result to match your effort.
- 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:

- Make certain that economic rewards are fair and provide a high-end return for those willing to work for it.
- You should realize that it's not just money that motivates, but also personal fulfillment in the job.
- You should provide the same opportunity for financial rewards as you want provided for you.
- You should remember that you have awareness of the revenue clock, whereas others may not.



### Critical Advantages:

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



### Growth Opportunities:

- You may need to develop an increased sensitivity to the needs of others.
- You may appear superficial and self-interested to others.
- Remember to include those whose gifts and talents don't generate high returns on their time and efforts.
- 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:

- You link learning outcomes to the ability to become more effective in increasing earnings.
- Remember to pay attention to those who are less incentivized and not only those driven to win.
- If possible, allow time for fun and relaxation as this reduces stress within teams.
- You score like those who want information that will help them increase bottom-line activity and effectiveness.



## Your Individualistic Motivator – Secure



### 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 will not likely seek lime light roles, but rather stay back and support someone else.
- Since the squeaky wheel gets the grease, you'll need to speak up to be noticed more.
- You will likely support others while rarely focusing on gaining the personal support you may want or need.



### Driving Intuitions:

- Because you demonstrate a high degree of team-mindedness, you can easily get overlooked.
- Don't accept leadership roles that make you uncomfortable.
- You'll prefer a supportive environment where members are equally recognized.
- You will likely be seen more than you are heard within team dynamics and may feel overlooked.



### Critical Advantages:

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



### Growth Opportunities:

- You may struggle with social poise and people interaction at times.
- 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 shudder to think about public speaking or directive roles.



### Learning Paths:

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



## Your Power Motivator – Yielding



### Universal Assets:

- You may pick and choose or avoid positions of intense responsibility.
- You may be more of a maintainer than you are an obtainer in certain situations.
- At times you'd rather not handle all the responsibility that accompanies being in charge.
- You will excel when in situations that require a maintenance mindset over very high drive.



### Driving Intuitions:

- Just because people don't voice it, you can't always believe you haven't made a difference.
- Remember not to say yes to things you don't really want to do.
- You won't mind yielding your position to avoid controversy or conflict.
- You won't need to ask for input once decisions are final and people have moved on.



### Critical Advantages:

- You're a better collaborator and won't expect credit for all you do.
- You will likely wait your turn and not jump in front.
- Personal accomplishments far outweigh the need for recognition and power.
- You'll likely be more of a helper as opposed to being controlling and authoritative.



### Growth Opportunities:

- You should know that your destiny is up to you and not others or circumstance.
- You might second-guess your own ideas and therefore hang back when unsure of what to do.
- 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.



### Learning Paths:

- You may enjoy more cooperative learning activities as opposed to activities that require directing and controlling.
- You may need to take stronger initiative when working with dominant types.
- You may not want to compete, but will feel at home when working as a team.
- Being forceful isn't always bad.



## Your Altruistic Motivator – Suspicious



### Universal Assets:

- You will be difficult to take advantage of most of the time.
- You probably have low tolerance for people who complain and whine about their problems.
- You will not likely be moved by emotional appeals or sad faces.
- You will likely not appreciate people who don't carry their own weight.



### Driving Intuitions:

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



### Critical Advantages:

- You are usually able to do the harder things when it comes to people decisions.
- You are less likely to put up with emotional nonsense.
- You take problems and challenges seriously.
- You will be difficult to take advantage of in business.



### Growth Opportunities:

- Some may see you as reserved and closed to their emotional appeals.
- Remember that helping others helps you as well.
- You may be somewhat cutthroat when competing with others.
- Because you have little patience for stupidity, make sure the person is trying before passing judgment.



### Learning Paths:

- You may need to step back and realize your strength when working with passive types.
- Being forceful isn't bad, but sometimes it scares people if it's too strong.
- Be aware of your no-nonsense approach to other people.
- You may not enjoy cooperative learning activities as opposed to activities that require directing and controlling.



## Your Regulatory Motivator – Orderly



### Universal Assets:

- You can challenge rules that do not make any sense to you.
- You may desire a more stable atmosphere with some structure and uniformity.
- You can work with both leaders and followers and will bring something to the table with either one.
- You have no extremes when it comes to regularity and dependence on methods that work.



### Driving Intuitions:

- You bring continuity and structure to untidy situations when necessary.
- You can understand both the tried and true and those who may be revolutionary in their thinking.
- You can bring stability when opinions vary and emotions run strong.
- You can be a breath of fresh air within routine environments.



### Critical Advantages:

- You can be both judgmental and merciful, depending on the situation.
- You are not so closed that you can't see things in multiple dimensions.
- You understand logical sequence, but will be able to move things around when necessary.
- You may have both open and narrow views on many things.



### Growth Opportunities:

- You could benefit from refusing to give into pressure from those who want change when it's not warranted.
- It might be a good idea to explore more options when facing challenges.
- There are more ways to get things done than you may be familiar with.
- You could likely benefit from being more independent.



### Learning Paths:

- 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.
- You will likely support established doctrine.
- You're open to new ideas and creative solutions that work as long as there are no extremes.



## Your Theoretical Motivator – Studious



### Universal Assets:

- You will spend a lot of time getting to the bottom of something.
- You will stick with it until you figure out what is wrong.
- You need more proof than most people before buying into an idea.
- You love learning things you never knew.



### 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.
- As a life-long learner, you will continue to look for ways to grow and understand.



### Critical Advantages:

- Others may seek you out in order to help them understand things.
- If you don't know you will try to find out.
- You have a hungry brain that must constantly be fed with new information.
- You do your homework most of the time.



### Growth Opportunities:

- You may be over corrective when around others who know less than you.
- You're not the only one who is right.
- Remember, just because one knows things, it doesn't mean they're wise in their application of that knowledge.
- Your sense of urgency may vacillate depending on how much information you have gathered.



### Learning Paths:

- Your learning development should be connected to new ideas and concepts.
- Your learning activities need to be structured and outlined.
- 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.





## 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 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 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 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 Regulatory styles are more likely to be conventional in their approach, preferring to use traditional, established, and proven methods to reach their goals. They appreciate a structured framework, guidelines, systems, and plans, and do not need to deviate from what has worked before.

## ● 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

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.

## 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?

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Which motivators don't need any additional attention?

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

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

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

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

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

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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).

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## 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.