

PROFILE:MATCH® - Ten Reasons Why

1. Re-engineering personality psychometrics

PROFILE:MATCH® launches a new wave of assessments tapping into the full power and capability of the internet (not just putting paper and pencil questionnaires onto web pages). It's easy 'click & go' interface gives you instant access to the expertise that has kept the PCL team at the cutting edge of online assessment for over a decade*.

2. Assessments for the complete employment cycle

PROFILE:MATCH® addresses employee assessment requirements from initial candidate sifting all the way through to leadership assessment and personal development coaching – assessments for the full employment cycle within one common framework.

3. Personal development and 360° too

In addition to selection tools PROFILE:MATCH® provides comprehensive personal development and 360° reports based on selected competencies or on a generic range (e.g. leadership competencies) - and with online coaching support too through MATCH:UP™.

4. YOU set the agenda for each assessment

Abandoning the 'one size fits all' approach, PROFILE:MATCH® allows you to tailor assessments to target key performance-related competencies – ensuring that reports are sharply focused, 100% relevant, and always to the point.

5. FREE job analysis

Your main task in relation to PROFILE:MATCH® is to select the competencies that underpin high performance in any role. When in doubt, use the Job Analysis Survey (JAS), a FREE service that helps you to focus your assessments accurately.

6. Eliminating the language gap

PROFILE:MATCH® eliminates the need for 'psychometrics speak'. Reports are all accessible to everyone from candidates to decision makers and dovetail with other competency oriented techniques such as assessment centres, appraisals, and competency-based interviews.

7. Measures that can be developed and refined

PROFILE:MATCH® competency ratings are mathematically formulated using 'Competency Metrics'. They have been validated and refined in the light of qualitative and objective research and can be fine-tuned to the particular competency definitions of any organisation.

8. Robust foundations for performance predictions

Because PROFILE:MATCH® *combines* personality scales, rather than *fragmenting* them, any inferences or performance predictions are, (a) based on large numbers of items, (b) focused on the competencies underpinning high performance and, (c) are able to draw from the wide knowledge base of Five Factor Model (FFM) personality research.

9. 100% consistent and finely incremented

PROFILE:MATCH® competency ratings are 100% consistent – and fair to all candidates. While subjective competency ratings typically use a 3 or 5 point rating scale, we use the standard 45 point scale that underpins all good psychometrics.

10. Realising the full potential of personality assessment

The art of profile interpretation is to recover the subtlety and complexity of personality that gets lost in the simplifications of assessment. PROFILE:MATCH® unravels interactions *between* scales, blending up to 5 different scales in each competency rating and incorporating non-linear relationships to which other psychometric techniques are 'blind'.

* FIRST UK TEST PUBLISHER TO PUT PERSONALITY QUESTIONNAIRES ONLINE