





## I-PROFILE ANALYSIS SOLUTIONS

The I-Profile Analysis is a tool that has been subjected to over twenty years of research and development used on personnel and support for companies. Thanks to this tool we measure the ten traits which determine the productivity of an individual, and we are able to provide an effective guidance on how to maximize the performance of each person. It delivers a tremendous value to any organization which cannot be matched by any other assessment tool on the market today.

### PEOPLE = SUCCESS

The success of your business is determined, to a large extent, by the caliber of the personnel that you recruit. By hiring the right staff you will be supported by quality people who share your goals and provide you with solutions, rather than bringing you problems. On the other hand, hiring mistakes can be costly, in terms of missed sales opportunities, adverse customer relations and unwanted warranty issues. Not to mention the impact on the morale of other members of your team, the wasted time spent training the wrong person, and the cost of hiring a replacement. That is why it is important to know the potential of the person you are planning to recruit, and to have an insight into the likely productivity and performance of the applicant, before you go ahead and hire them.

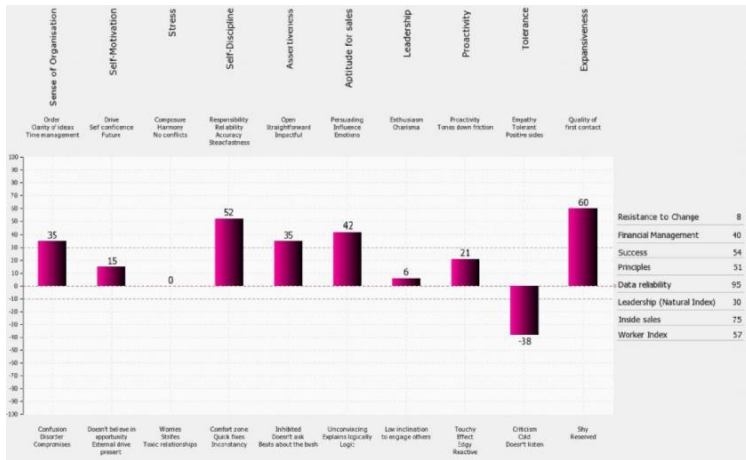
**Your company's strength  
is directly proportional to  
the quality of your people**



**Don't make the mistake  
of hiring a weak link**

However, developing the skills of the people you already have in the company is also crucial. With time, even successful employees or successful companies can fall into a “comfort zone”. They may somehow manage to be productive, but they start letting things slip. These “slip-ups” then become the critical problems of tomorrow.

# THE I-PROFILE ANALYSIS



The I-Profile Analysis test, developed exclusively by Open Source Management, has been subjected to a six year trial that included the analyses of 150.000 managers, business partners, sales people and other personnel, before launching onto the general market. The test contains 242 questions designed to review the strengths and weaknesses of a candidate’s personality, by ticking multiple choice answers such as ‘Yes’, ‘Maybe’, ‘No’. You select the most promising applicants to take the test, either online, or on a paper copy in your own premises that OSM then enters into the online program. The test usually takes 20-30 minutes.

## NOT JUST ANOTHER ASSESSMENT TOOL

Somebody may mistake the I-Profile Analysis for simply being another assessment tool. One among many, such as Disc, 16PF, MMPI, Hogan, etc.

While the analysis has a few features in common with the above tools, like a graph and a description of the personal characteristics of the tested individual, in reality it delivers a tremendous value to any organization which cannot be matched by any other assessment tool on the market today.

## THE SPECIFIC STRENGTHS OF I-PROFILE ANALYSIS

### Core Characteristics

The I Profile Analysis measures how an individual scores on the following “core characteristics”, which cover such personality traits as the ability to cope with pressure, stay motivated and build long-term relationships:

**Organization skills** – measures short-term planning ability and aptitudes for organization, order and precision.

**Self-motivation** – indicates levels of ambition, self-confidence and personal motivation, for setting higher goals.

**Stress factors** – indicates possible sources of worry and distraction that might drain positive energy.

**Self-discipline** – measures the individual’s reliability, internal discipline and level of personal responsibility.

**Assertiveness** – identifies the assertiveness of an individual and the ability to face others in an open manner.

**Sales aptitude** – assess an applicant’s ability to be persuasive and influence others’ buying decisions.

**Leadership ability** – measures the capacity to engage others in an idea or project and help develop their skills, motivation and abilities.

**Proactive outlook** – identifies how individuals feel they can influence their own environment and remain solution-oriented.

**Understanding others** – indicates ability to build quality long-term relationships and perceive the needs of others.

**Expansive Nature** – identifies an individual’s willingness and ability to approach new people and put them at ease.

## 1) ONE OF THE HIGHEST VALIDITY COEFFICIENTS (.75) OF ALL TESTS ON THE MARKET

The I-Profile Analysis is a very effective tool during the recruitment/screening process. In fact **it has one of the highest Validity Coefficients, .75, on the market** as demonstrated by a 2014 study conducted in the USA.

*“The Testing and Assessment Employer Guide to Good Practices”, published by the United States Department of Labor, defines Validity as: referring to what characteristic the test measures and how well the test measures that characteristic. Validity evidence indicates that there is linkage between test performance and job performance. It can tell you what you may conclude or predict about someone from his or her score on the test. If a test has been demonstrated to be a valid predictor of performance on a specific job, you can conclude that persons scoring high on the test are more likely to perform well on the job than persons who score low on the test, all else being equal.*

*It is reported as a number between 0 and 1.00, which indicates the magnitude of the relationship, “r,” between the test and a measure of job performance (criterion). The larger the validity coefficient, the more confidence you can have in predictions made from the test scores. However, a single test can never fully predict job performance because success on the job depends on so many varied factors. **Therefore, validity coefficients rarely exceed  $r = .40$ . As a general rule, the higher the validity coefficient the more beneficial it is to use the test. Validity coefficients of  $r = .21$  to  $r = .35$  are typical for a single test.***

**Table 3. General Guidelines for Interpreting Validity Coefficients**

Validity coefficient value	Interpretation
above .35	very beneficial
.21 - .35	likely to be useful
.11 - .20	depends on circumstances
below .11	unlikely to be useful

With a Validity Coefficient of .75, the I-Profile Analysis is one of the best predictors of candidate results available on the market today.

What this means: **the I-Profile analysis is one of the most reliable screening/recruitment tests in the world today.**

It is no surprise then that, despite being one of the newest assessment and screening tools on the market (published 2009), the I-Profile Analysis has already been adopted by thousands of companies in the United States, Canada, Australia, Brazil, England, Russia, Spain, Portugal, Italy, Malta, Bulgaria, Romania, Switzerland, France, China, India, Middle East and the Philippines.

## **2) THE FIRST ASSESSMENT TOOL DEVELOPED BY HR MANAGERS AND NOT BY PSYCHOLOGISTS ONLY: DEVELOPED SPECIFICALLY FOR COACHING AND DEVELOPMENT PURPOSES**

The I-Profile Analysis has been developed primarily by HR managers and not by only psychologists like the majority of all the other assessment tools on the market. Rather than just measuring personality factors, the goal of the HR managers who took part in its development was that of increasing productivity and bringing about company improvements. This factor becomes immediately evident just by glancing at the names of the characteristics: not psychological traits like “Extraversion, Agreeableness, and Neuroticism”, but rather “Sales Ability, Leadership, Financial Management, Sense of Organization, Self-Motivation, and Success”.

The graph is intuitive and even a layman can understand at a glance what it means and which areas need to be improved.

All the above points make the I-Profile Analysis a very simple, yet powerful and effective, coaching tool for managers, coaches, trainers and HR specialists alike.



## **3) BY ADOPTING THE I-PROFILE SYSTEM, A COMPANY CAN GRADUALLY IMPROVE THE QUALITY AND PRODUCTIVITY OF ITS PEOPLE**

Once a company adopts the I-Profile System, the people who will be using it undergo very concise yet effective training with OSM to understand all of its applications within the company.

Then the managers and employees of a specific division are assessed with the I-Profile test in order to understand their potential and characteristics, and compare it to the goals management has set for that area of the company. This brings to light any discrepancy between the goals set by the company and the potential of the people who are actually responsible for achieving said goals.



This activity allows management/HR to identify:

- Employees/managers who have reached their limit and are no longer capable of contributing to the company or division they should be growing (this happens more often than you may think: long term employees of the company that have been promoted to positions of responsibility as business grows, but are now no longer capable of making a difference, and just end up absorbing a lot of HR and top management’s time).
- Whether or not a person is the right fit for the position he/she holds and whether there are other positions within the company for which he/she may be more qualified/have more potential. (A recent Gallup Institute study revealed that only 20% of European employees answer “yes” to this question: “Every day at work I have the opportunity to do what I am best at...”)
- If the reason behind employees who are not performing satisfactorily is because of faulty supervision/management or it is due to the personal shortcomings of the individual, and what can be done about it.
- Hidden champions that could be further developed.

The I-Profile Analysis provides a detailed analysis of the productivity characteristics of each person in the company. It allows managers to discover, develop, and work on the positive sides of their people, and provides an exact plan for how the tested individual can be more effectively motivated and helped to become more productive.

It also provides an exact map of the management style used by every manager in the company and, as such, is quite an effective tool for developing successful management skills in anyone who is responsible for other people.

#### 4) A TRULY EFFECTIVE TOOL FOR IMPROVING A COMPANY’S HUMAN RESOURCES

The I-Profile approach allows a company to:

- Understand and improve existing managers by pinpointing exactly what their areas of improvement are.
- Recognize and recruit high quality individuals within the organization.

- c) Put the right person in the right place.
- d) Drastically improve leadership qualities and people management skills within the company (every manager taking the I-Profile identifies their areas of improvement and is provided with a coaching map on how he/she can improve).



By using our system, step by step, a company is able to improve its existing people and add new high quality talent, and thus becomes much more productive.

The I-Profile System therefore is not just a personality assessment, but constitutes a system that can bring about the progressive improvement of every organization.

When a company decides to adopt the I-Profile System, OSM International Group provides an HR specialist who will do the following:

- read and interpret the I-Profile Analysis
- use the tool to effectively analyse the individual's areas for improvement and strenghts
- use the I-Profile Analysis in recruitment and improve the whole recruitment process of a company
- use it to develop effective training and improvement programs

In short, when a company chooses to adopt the I-Profile System, it gets:

- a) A test with one of the highest validity coefficients on the market: effectively measuring what is meant to be measured.
- b) A coaching and recruitment tool developed by managers and not just psychologists: it delivers results, not just psychological theory.
- c) Top notch training on how to improve the company and bring about more productivity through high potential recruits and a better management style.
- d) A competitive advantage against its competition.

The I-Profile system comes with a software that already does part of the screening and tells you the weak and strong points a person has for a specific job. It produces reports for people who may potentially be recruited, as well as for internal employees.