

identity

the self-perception questionnaire

Identity Personality Questionnaire: Features & Benefits

Identity was developed specifically for business applications. It is a high quality, researched personality questionnaire that is more accurate and predictive than other instruments. It is comprehensive, accessible and simple to use.

- i All Popular Models of Business Personality**
Identity derives all the useful models of individuals including Leadership Styles, Team Role preference, Jung Type (same model as MBTI), Learning Styles and Emotional Intelligence. Identity directly assesses 36 business-related personality traits, and the above, in a single administration. Identity translates easily into organisational processes and language.
- i Accessible and No Set-Up Costs**
You can start using the online questionnaire immediately, with no set-up costs or ongoing charges. You simply pay for each respondent who completes the questionnaire, and then print off unlimited reports. Level B users who have been trained in using other trait measures do not need top-up training. Identity is easy to pick up and apply to the business environment. Are you researching the market, and finding it complex? Our proposition is simple. Other professional tools charge an annual license and setup costs that can run into thousands of pounds.
- i Predicts Performance – Strong Validity**
Identity is fully validated for making sensitive selection decisions. Research shows that some scales of identity are more predictive of leadership performance than even ability tests or interviews. For identity technical data – [click here](#).
- i More Accurate**
Identity provides a more in-depth analysis of response style than other tools. Identity uses a number of scales to spot potential faking, exaggeration, poor self-reviewing or emotional defensiveness. Other tools may have none or only one measure of potential response style. Identity also has a vast norm base to ensure appropriate comparisons with e.g. applicant groups.

0845 612 7722

www.identityquestionnaire.com

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Features & Benefits continued...

- i Full Internet Capability**
When you choose to use Identity, you get a full online administration system, allowing you to generate secure passwords to email to your respondents. Reports are generated automatically through the website. The site is intuitive and easy to use. The process is convenient for all involved. In a selection situation, you can find out a great deal about your candidate and prepare as required to probe deeper at interview.
- i Flexible, Bespoke Solutions**
You can provide value to your partners, clients or customers by providing people with reports branded with your logo or structured against your specific competences. Drawing from our extensive databank, we can also create very focused and specific norm groups if required.
- i Cost-Efficient**
Identity costs from £34.20 per respondent. This cost includes all the reports you may require. An example of a selection situation: you may wish to generate pre-interview reports for your interview panel members, print a comprehensive report and profile for yourself, and also provide a feedback report for your candidate. Discounts available for volume.

Understand the person beneath the surface

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