



**developed by**

Identity Compass International GmbH

**Product Description**

**Professional Edition**

**English 7.0**

## **1. Characteristics**

### **1.1 Brief Description of the Tests**

Instead of measuring 3-4 factors and ascribing to each of them generic attributes, the Identity Compass® measures such attributes directly and achieves thereby a precision unknown before. Profiles of the Identity Compass® are much easier to be interpreted, as one simply concentrates on a single attribute.

### **1.2 Applications**

#### **Identify**

- Thinking-Preferences and Interpersonal Skills
- Motivation Dynamics and Leadership Ability
- Working Climate, Job Motivation and Engagement
- Aptitude & Potential Achievement and Team Fit

#### **Improve**

- Position Profiles and Candidate Selection
- Recruitment Strategy and Results
- eRecruiting
- Engagement
- Career Planning

#### **Integrate**

- Team Building
- Personal and Professional Development Opportunities
- Effective tool for 360° Feedback
- Measurement & Modelling of Organizational Cultures

### **1.3 You Benefit**

Precise collection of the preferences in thinking and acting in the vocational context. Thus it is easily readable with appropriate preparation, whether someone is suitable for a certain position or better for another.

80% of all mergers fail. This is not a matter of the "Hard Facts" (financial situation, products etc.), but of the "Soft Factors". These can be illustrated with the Identity Compass® precisely. It does not

concern necessarily the large "firm weddings", but also around the pool of two departments or the organization of project teams.

Further one is able with the Identity Compass®, to uncover for problems in teams the potential conflicts and develop solution aimed strategies fairly quick. In coaching it saves three to five sessions.

**The Identity Compass® gives also answers to the following questions:**

- How often do you want a major change on your job?
- What are your personal Target- and Sustaining Values?
- How do you perceive and process information?
- What factors are motivating to you?
- Is there an indication of burnout?
- Which ear do you prefer? ("Four sides of a message" according to F. Schulz von Thun)
- In which way have you developed your Interpersonal Skills?
- How do others perceive you?

#### **1.4 Characteristics / USPs**

The Identity Compass® delivers a unique specific and precise panorama of personal preferences. Even though people recognize themselves at ca. 90 - 100% in their profiles. This is to be evaluated the more highly, since no nebulous statements are met here, but separate completely concrete statements about thinking and acting in the everyday work life. Unique is also the Identity Compass® capability to measure the working climate and motivating and de-motivating factors at the working place.

#### **1.5 What is measured?**

##### **1.5.1 Thinking Preferences**

###### **Perception**

- Sensory Channel: Seeing / Hearing / Feeling
- Primary Interest: People / Places / Activity / Information / Things
- Perspective: Own / Partner / Observer

###### **Motivation Factors**

- Values: Target Values / Sustaining Values
- Motives: Influence / Affiliation / Achievement

- Direction: Away From / Towards
- Reference: Internal / External
- Planning Style: Options / Procedures
- Primary Attention: Caring for Self / Caring for Others

### **Motivation Processing**

- Level of Activity: Pre-Active / Re-Active
- Comparison: Sameness / Difference
- Primary Reaction: Consensus / Polar
- Success Strategy: Vision / Realisation / Quality Control
- Work Orientation: Relationship / Task

### **Information Processing**

- Information Size: Global / Details
- Thinking Style: Abstract / Concrete
- Working Style: Team-player / Group-player / Individualist
- Time Orientation: Past / Presence / Future
- Time Frame: Long-term / Short-term
- Convincer Channel: Looking / Listening / Reading / Doing
- Convincer Strategy: Sceptic / Trustful
- Management Style: Managing / Self-reflective / Instructing / Not Managing / Operational

### **1.5.2 Working Climate**

- **Autonomy:** Influence / Significance of the job / Identification / Network of social relationships / Opportunities of advancement
- **Dependency:** Negative Stress
- **Security:** Security Opportunities for development / Recognition / Community
- **Lack of prospects:** Lack of support / Lack of communication / Social coldness
- **Challenge:** Positive Stress / Strategic Skills / Interpersonal Skills / Focus on service
- **Pointlessness:** Pointlessness
- **Engagement:** Resigned / Destructive / Inert / Productive

### **1.5.3 360° Feedback**

- entrepreneurial vs. not entrepreneurial
- full of integrity vs. not full of integrity
- motivating vs. de-motivating
- willing to perform vs. not willing to perform
- informing vs. not informing

## **2. Quality**

### **2.1 Theoretical Base**

#### **2.1.1 Professional Edition**

The basic elements of thinking and acting are inquired. All inquired preferences are worldwide present with all humans. It concerns here only the question, which is preferred in detail how much. Only in order to explain the perception part a bit:

##### **Sensory Channel**

One wants to define thinking in a sentence, so one could say, it is the internal use of pictures, sounds and feelings. The preference of a sense channel has very extensive consequences for entire thinking. "Seeing" oriented humans thinking usually faster and a "Feeling" oriented humans are often dominant.

##### **Primary Interest**

Here it concerns the question, on which someone arranges its perception. There are here altogether five possibilities: People, Places, Activities, Information or Things. This is i.e. importantly to know for team compositions or seizing certain occupations.

##### **Perspective**

Here it concerns the question, from which perspective someone prefers to perceive the world: the Own one, the one of a Partner or of a neutral Observer.

#### **2.1.2 JobMotivation Edition**

The JobMotivation Edition is based on the latest motivation theories of Norbert Bischof, David McClelland, Friederich Herzberg, John Holland and Mihaly Csikszentmihalyi. Due to the JobMotivation Edition it was possible to proof scientifically the correlation between job satisfaction and job achievement the very first time in the world.

## **2.2 Quality Criteria**

### **2.2.1 Validity**

The Identity Compass® is validated in contrast to NeoFFI (Big5), CPI, OMT, CFT (Intelligence test) and by Peer-Rating (BARS - Behaviour Anchored Rating Scales). The JobMotivation Edition was researched by Prof. Dr. David Scheffer in an empirical way.

### **2.2.2 Reliability**

The Inner Consistency (Cronbach's Alpha) is between .70 and .95 and is .80 in average. Therefore the Identity Compass® fulfils restricted scientific criteria.

### **2.2.3 Objectivity**

Is given from nature, since it concerns a purely computer-based analysis.

### **2.2.4 Social Acceptance**

Extremely high. People feel not judged, but perceived.

### **2.2.5 Contrast to normed group**

Has been done, but is irrelevant for the interpretation of surveys due to the design of the test.

## **2.3 Accreditation**

The Identity Compass® is used by HR-managers, trainers, coaches and consultants. The training lasts 3 days, afterwards an accreditation takes place.

### **2.3.1 Requirement to facilitators**

Activity in HR, as Trainer, Advisor/ Coach, as well as basic psychological knowledge.

### **2.3.2 Content and Duration of the Training**

Explaining each preference in thinking and their theoretical background. Relevance in the everyday life at the workplace. How to read and interpret profiles. How to recognize socially wanted way of answering and how to deal with it. The use in coaching and training.

### **3. Costs and Support**

#### **3.1 Cost for Accreditation / Licensing and Usage**

Beside the investment for training and accreditation there are charges for scored surveys only.

#### **3.2 Training / Instruction of facilitators**

3 days

#### **3.3 EDP-Support**

Fully computer based. Scorings are done anonymous, encoded and several times encrypted via the Internet within seconds.

#### **3.4 Time requirements for use**

<b>Edition</b>	<b>Answering Scoring Feedback</b>		
ProJM Edition	40-55 min	5 sec	ca. 1 hour
Professional Edition	30-45 min	5 sec	ca. 1 hour
JobMotivation Edition	8-10 min	5 sec	ca. 1/4 hour
PreScan Edition	8-10 min	5 sec	ca. 1/4 hour
360° Edition	4-6 min	5 sec	ca. 1/4 hour

*The duration for answering the questionnaire may differ individually. It entirely depends on the personal preferences in thinking and acting.*

#### **3.5 Support for Users**

Yes

#### **3.6 Test Authors / Test Development (Year)**

- H. Arne Maus, Bert Feustel, Robert Dilts (Professional and PreScan Edition) (1995-2002)
- H. Arne Maus (360° Edition) (2004-2005)
- Prof. Dr. David Scheffer (JobMotivation Edition) (2000-2004)

#### **3.7 Market Entrance and Spreading**

- Market entrance: Mid of 2000 in Germany
- Spreading mid of 2012: over 40 countries and 19 languages

#### **4.0 Bibliography**

Maus, H. A. (2011). *Forget About Motivation*. Charlotte, NC (USA), KONA Publishing & Media.

Maus, H. A. (2009). *Herausforderung Motivation*. Bielefeld (Germany), W. Bertelsmann.

Scheffer, D; Kuhl, J. (2006). *Erfolgreich motivieren*. Göttingen (Germany), Hogrefe.

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