



Motivators

An Evaluation of Motivational Styles

Report For: **Sample Report**

Date: **3/11/2024**

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Why is Independently Tested Accuracy of this Assessment Important?



A recent review revealed a **significant majority of assessments available today were absent the studies & reporting to confirm 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. Please turn to the last page of this report to learn more on this topic, and the steps we've taken to safeguard the scientific accuracy of this assessment.

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 measured in this report are:

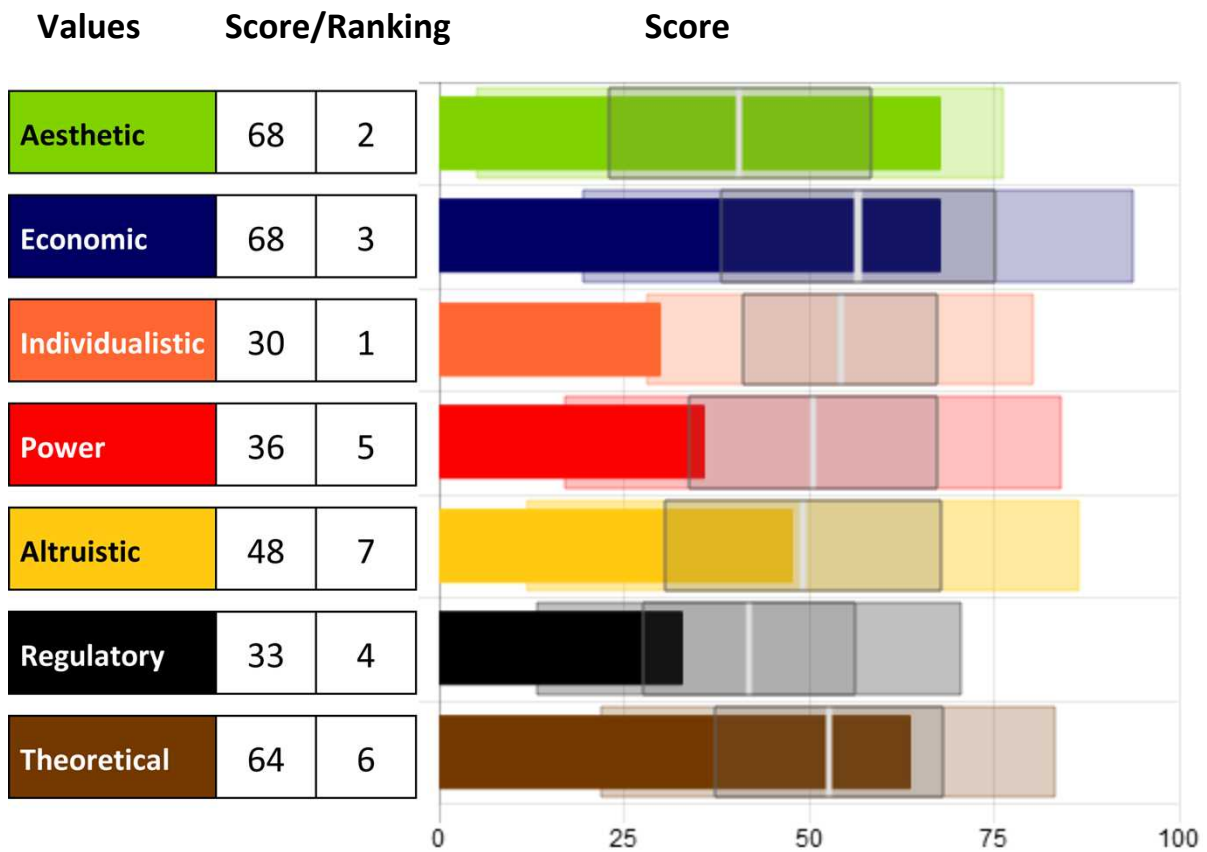
-  **Aesthetic** - A drive for balance, harmony, and form.
-  **Economic** - A drive for a return on investment.
-  **Individualistic** - A drive to stand out as independent and unique.
-  **Power** - A drive to be in control or have influence.
-  **Altruistic** - A drive to help others at the expense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

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

Summary of Sample's Motivation



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 plot**
68.32% of respondents fall within 1 Standard Deviation from mean
- 3. The shaded area**
93.07% of respondents fall within 2 Standard Deviations from mean

If your score falls outside of the shaded area, you are unlike most of the population in this dimension, whether your score is high or low.

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 - Eccentric

You will likely possess an “inner awareness” and will desire to understand the moods, affections, and values of yourself and others.



Economic - Incentivized

You will balance yourself between being satisfied with what you have and a need for more.



Individualistic - Secure

You are able and willing to support someone else’s ideas without having to interject your own.



Power - Passive

You can mediate all available ideas without an excessive need to control outcomes.



Altruistic - Helpful

You are able to balance your own needs and the needs of others on the team.



Regulatory - Independent

You understand structure but will not be bound by another’s idea if it does not work for you.



Theoretical - Studious

You can rely on both new information and what has worked in the past when making decisions.

Your Aesthetic Motivator - Eccentric



Universal Assets:

- You will really appreciate things and places purely for their intrinsic value rather than any status reasons.
- You possess an inner awareness and desire to understand the moods, beliefs, and values of yourself and others.
- You work better in surroundings that are pleasant aesthetically or environmentally responsible.
- You tend to appreciate the deeper meanings in life, which may include interesting clothing, beautiful places, and alternative foods.



Driving Intuitions:

- You will work to live rather than live to work.
- You bring unconventional thinking to the table. Make sure you aren't afraid to share your intuitive insights.
- You show an interest in the deeper meaning of ordinary things.
- You likely have a keen awareness of harm, care, fairness, and reciprocity toward people and animals.



Critical Advantages:

- You will likely believe others think as unconventionally as you do.
- You don't just go to work; you're usually on a mission.
- You show the aptitude to see beyond the common, and may bring a refreshing unconventionality to those around you.
- You will attempt to solve practical problems in unconventional ways.



Growth Opportunities:

- You could be using creative and complicated ideas as a safety blanket to avoid having to be overly pragmatic.
- You tend to approach problems, opportunities, and challenges in uncommon ways, which might create unnecessary risks.
- Don't deliver a Cadillac when a Chevy will suffice.
- 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.
- You can assist teams in seeing beyond the present and thinking outside the box.
- You have the ability to connect training and development to people's creativity and intuition.
- As you learn new things, link them to your ability to see beyond the present and your unorthodox ideas.

Your Economic Motivator - Incentivized



Universal Assets:

- Your score indicates that there would be no excessive need to win when engaging with others.
- You have the ability to identify with individuals who have both high and low satisfaction rates.
- Your score indicates a balance between being satisfied with what you have and the need for more.
- You are realistic and down-to-earth in regards to getting what you believe you deserve.



Driving Intuitions:

- You are comfortably poised between what's in it for you and what's in it for them.
- You can leverage your ability to cooperate with all types of people.
- You'll bring a more balanced approach to giving and gaining.
- You are not an extremist when it comes to incentives.



Critical Advantages:

- You are likely motivated by more than just personal gain.
- You are not an extremist and, therefore, a stabilizing force when winning is required.
- You do not try to compete to the extent of creating dissension within the group.
- You can balance the needs and perspectives of those with different attitudes towards financial gain.



Growth Opportunities:

- You might need to be aware of those who are not as incentivized as you.
- Because you work to live as opposed to living to work, you could be missing out on greater opportunities.
- You may not be as focused on your future as you should be.
- At times you may need to be more aware of time constraints.



Learning Paths:

- You will be somewhat flexible between being cooperative and competitive.
- You can focus both on the ambitious and those who are content where they are.
- You may engage in training and development activities in a balanced and supportive method.
- You won't come to a training session asking, "How much more will I earn as a result of this course?"

Your Individualistic Motivator - Secure



Universal Assets:

- You are not one to steal the spotlight or gain excessive recognition.
- You'll likely prefer to be seen and not heard.
- You appreciate a team mentality and will think in terms of "we" as opposed to "me."
- You likely won't "hog the ball" when working with others.



Driving Intuitions:

- You'll likely prefer helping others as opposed to doing it all.
- You'll prefer being the man or woman behind the curtain as opposed to the one up front.
- You prefer to be recognized for your contributions a part of the group, rather than be singled out.
- You may settle for practical sense over extreme innovation.



Critical Advantages:

- You are not always seeking your independence but will cooperate with those on the team.
- Your cooperative spirit and quiet confidence will be a breath of fresh air to many.
- You are able to help others shine.
- You don't need to be seen as the leader.



Growth Opportunities:

- You may fear looking egotistical when promoting your own agenda.
- You may need to stand up for yourself and your ideas more.
- You may think you are not capable of being creative in any way.
- You may settle for less and never fight for what you want when in a group setting.



Learning Paths:

- You'll prefer a group involvement to individual recognition.
- You prefer group efforts as opposed to star roles.
- You'll likely be self-disciplined when working with others and not easily distracted.
- You'll want to have self-time as opposed to always being in the forefront.

Your Power Motivator - Passive



Universal Assets:

- You are able to understand both aggressive and passive leaders.
- You're a stabilizing force in normal team operations and will lead if necessary, but you don't need to.
- You can be both cooperative and competitive depending on the situation at hand.
- You will likely be on board with leaders who are competent, but may struggle with leaders who seem unskilled.



Driving Intuitions:

- You're not bent on having to win in everything.
- You are a stabilizing force within a variety of environments involving people.
- You can provide input without pushing for your own personal agenda.
- You can be very flexible when deciding to lead or support; it's not one or the other.



Critical Advantages:

- You can both take a stand or sit quietly depending on what is necessary within a leadership role.
- You can drive the car or sit in the back seat; you aren't extreme in either mindset.
- You are flexible and free flowing without an excessive need to be number one.
- You can both lead and follow depending upon the circumstances involved.



Growth Opportunities:

- You may desire to take action, but may not have the necessary drive to actually pull it off.
- You may need to own more and not hang back and wait for someone else to take control in certain power struggles.
- You can take or leave leadership roles; make sure you are not needed if you decide to sit back.
- You may need to take more or less control in certain situations and not remain neutral.



Learning Paths:

- Your ability to be supportive of others as opposed to always having to control the show will benefit you when involved with team dynamics.
- You're able to be an accommodating participant and a controlling factor in training and developmental programs.
- You will likely present yourself as a neutral player as opposed to the owner of the team.
- You can either be on a team-oriented or an individualistic and independent learning activity.

Your Altruistic Motivator - Helpful



Universal Assets:

- You are able to understand both the poor and the affluent equally without harsh judgment of either one.
- You can think clearly, logically, and with balanced judgment about the needs of others as well as your own personal needs.
- You can both help and hold back. You are able to discern between real needs and when people simply have complaints.
- You're a stabilizing force between givers and takers and have no extreme view.



Driving Intuitions:

- You'll likely be uncomfortable with people who give in excess.
- You are pragmatic in your approach to assisting others in need.
- You will moderate between giving and taking with balanced judgment.
- You have no extremes on either end of the "helping others" scale.



Critical Advantages:

- You are not moved by every sob story that comes down the pike.
- You are able to pitch in when necessary and say "no" when you've had enough.
- You appreciate a helping hand and you appreciate hard work while understanding the differences between the two clearly.
- You can both take a stand for injustice and let some seemingly unjust situations ride.



Growth Opportunities:

- Remember, helping others succeed can have practical results that can deliver business results that matter.
- You may need to take more control in certain situations and not remain neutral.
- You can take or leave leadership roles; make sure you are not needed if you decide to sit back.
- You should respect those who appear self-interested and not always mistake them for being "selfish."



Learning Paths:

- You're able to be an accommodating participant and a controlling factor in training and developmental programs.
- You're flexible and will know when to say no and when to say yes during training and developmental programs.
- You can either be involved in a team-oriented or an individualistic and independent learning activity.
- You can be a neutral player and will support others, not having to be the owner of the team and agenda.

Your Regulatory Motivator - Independent



Universal Assets:

- You are generally in the middle when it comes to instructions, protocols, and having to do things a certain way.
- You can appreciate details to a point, but will likely not depend on them.
- You have no extremes when it comes to regularity and dependence on methods that work.
- You can work with both leaders and followers and will bring something to the table with either one.



Driving Intuitions:

- You bring continuity and structure to untidy situations when necessary.
- You can be a breath of fresh air within routine environments.
- You can create acceptable policies and procedures that speak to most minds.
- You can understand both the tried and true and those who may be revolutionary in their thinking.



Critical Advantages:

- You are a situational doer, being able to work within established structures or within arenas that may lack guidelines.
- You may have both open and narrow views on many things.
- You appreciate regularity and structure, but you are not controlled by this need.
- You can challenge the establishment as long as you believe you have a better method of accomplishing a particular task.



Growth Opportunities:

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



Learning Paths:

- You will likely support established doctrine.
- You will likely get behind programs that have been proven to work well when dealing with people and training initiatives.
- You're open to new ideas and creative solutions that work as long as there are no extremes.
- You will typically settle upon ways that have been established and proven effective.

Your Theoretical Motivator - Studious



Universal Assets:

- Your technical prowess will be limited to the things you love.
- You can just figure things out and get to the bottom of it without having to study too much.
- You can understand the big picture as well as the details of any subject and will alter your inquiry depending on the amount of time and interest you have.
- You understand that investigation is necessary, but you will rarely over-investigate any issue.



Driving Intuitions:

- You bring continuity and structure to groups where thinking is necessary without getting too distracted.
- Your curiosity can be peaked if something interests you.
- You have a balanced view of technical issues and won't want to get too deeply involved in things outside of your expertise.
- You have an even perspective, able to weigh both sides of an issue equally.



Critical Advantages:

- You won't blindly do things without at least some investigation.
- You will likely pick up on new subjects rather easily.
- You will not likely get hung up in analysis paralysis.
- You are curious to a point.



Growth Opportunities:

- You may need to take time to get to the bottom of complex issues.
- You read some things, but not everything.
- You may be done with your continuing education and will learn through experience.
- You won't likely finish certain books that don't fully interest you.



Learning Paths:

- You will likely support ideas that make sense.
- You won't want too much information when learning new things.
- You're open to new ideas and creative solutions that work as long as there are no extremely difficult assignments.
- Your knowledge won't get in the way of your social poise.

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. This information is based on the Standard Deviation from the Mean for each dimension:

Very Low (3 SD) Low (2 SD) Average (1 SD) High (2 SD) Very High (3 SD)

68.32% of population scores are within 1 SD (Average)

93.07% of population scores are within 2 SD (Low/High)

99.73% of population scores are within 3 SD (Very Low/Very High)

Your scores, as compared to the population:

AES		ECO		IND		POW		ALT		REG		THE	
2	High	3	Average	1	Low	5	Average	7	Average	4	Average	6	Average

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 **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 Aesthetic styles are likely inventive and imaginative, with a strong appreciation for form over function. They can be unconventional in their mindset and approach and influenced by how they feel about things.

Economic

Compared to others in the population in this Motivator, you score **Average**.

This means that you likely value things in this area quite similarly to the majority of the population. Average Economic styles typically recognize the need for balance in getting what they desire and helping others get something, too. They tend to be practical and just in ensuring everyone is rewarded for their time, work, and attention.

Individualistic

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 Individualistic styles tend to be more cooperative and effective behind the scenes. They usually prefer for all involved to be equally recognized and appreciate those who do not call attention to themselves.

Power

Compared to others in the population in this Motivator, you score **Average**.

This means that you likely value things in this area quite similarly to the majority of the population. Average Power styles typically balance having influence on the things around them and also understanding that others may have greater authority. Typically, they recognize what they can control and how to do so in a directive manner, without being demanding.

Altruistic

Compared to others in the population in this Motivator, you score **Average**.

This means that you likely value things in this area quite similarly to the majority of the population. Average Altruistic styles balance offering help and support to others, and accommodating those who seem to need more assistance, while maintaining healthy boundaries of time and energy without overextending themselves.

Regulatory

Compared to others in the population in this Motivator, you score **Average**.

This means that you likely value things in this area quite similarly to the majority of the population. Average Regulatory styles balance understanding flexibility and conventionality, knowing that sometimes the established methods may be effective, but there is also room for examining new approaches, as there may be more than one way to get things done. While they appreciate order and systematic approaches, they also see value in flexibility and adaptability.

Theoretical

Compared to others in the population in this Motivator, you score **Average**.

This means that you likely value things in this area quite similarly to the majority of the population. Average Theoretical styles balance a reflective and inquisitive mindset, recognizing that some things require additional insight and knowledge and others may not. They tend to value learning about things that are most relevant to them or are interesting, and may commit to learning more about some things and less about others. They value knowledge and those who have it, but are not stuck without having all of the information always available.

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.

Tiny Steps, Big Results 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?

Which motivators don't need any additional attention?

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

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

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

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

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

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).

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.

(continued from page 2)

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

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.

External Data Reliability ([APA Standards](#))

The term reliability in psychological research refers to the consistency of a testing or assessment method. In this case we are measuring the reliability or consistency of assessment measures over time. External Reliability measures the extent to which assessment measure varies from one use to another. In this analysis we are measuring reliability from the use of a test at one time as compared to another time. The comparison is using a mean variance measure referred to as the mean value ratio. The mean value ratio measures the external or time consistency of an assessment.

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.