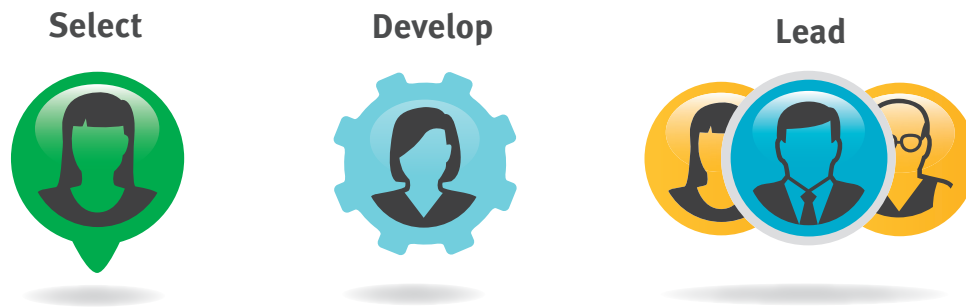


WORK PERSONALITY[®] INDEX

Our fastest growing personality assessment, the Work Personality Index[®] assessment, has been updated and improved! Our expert research and development team, led by Dr. Donald Macnab, has been hard at work collecting and analyzing data from thousands of test takers around the world. The latest version of the Work Personality Index assessment was released in May, 2014, with updated items, norms, scales and reports.



What's new:

- Six additional scales: Persuasion, Social Confidence, Planning, Multi-Tasking, Sales Potential, and Management and Leadership Potential
- New reports for Selection, Development and Leadership
- Increased reliability and validity
- Updated measure of profile validity to identify candidates with an overly favourable response style
- New Job Match report that ranks personal traits by the importance to the organization and produces a customized job fit score

What the Work Personality Index Assessment Measures

Energy and Drive	• Ambition • Initiative • Flexibility • Energy • Leadership • • Multi-Tasking, • Persuasion • Social Confidence •
Work Style	• Persistence • Attention to Detail • Rule-Following • • Dependability • Planning •
Working with Others	• Teamwork • Concern for Others • Outgoing • Democratic •
Dealing with Pressure and Stress	• Self-Control • Stress Tolerance •
Problem Solving Style	• Innovation • Analytical Thinking •
Special Purpose Scales	• Sales Potential • Management and Leadership Potential • • Profile Validity •



The Work Personality Index[®] assessment helps your organization manage talent by measuring candidate job-fit, developmental needs, and leadership potential.

Gain a complete picture of individual's work personality. Based on a model of 21 personality traits that measure distinct aspects of work behaviour, the Work Personality Index assessment describes an individual's style in terms of job related strengths and weaknesses.

SELECT - Measure Job-Fit

Select Report: Identify the best candidates. This report provides you with a comprehensive, objective assessment of work behaviour. The Select report describes a candidate's approach to tasks, way of interacting with people, and performance at work. The Select report is a powerful tool to complement ability testing and structured interviews.

Job Match System – Job Match Report: Make your selection process more efficient and effective. Our experts will work with you to create custom job profiles to reflect the demands and key performance metrics that are required for success in your organization. The Job Match Report provides an overall fit score facilitating objective and efficient candidate decisions.

DEVELOP - Coaching, Team Building, Employee Retention

Career Report: Help individuals chart their career paths. The Career report provides insight into an individual's personality traits, the kinds of work they enjoy, and how they can manage career change.

Development Report: Designed for personal development, team building, and coaching. This report contains interpretive notes that are useful for increasing success at work and in life. The report focuses on personal characteristics and behaviours that influence how individuals perform in work settings.

LEAD - Leadership Development, Succession Planning

Leadership Report: This report sets the stage with leader's pivotal skills, competencies and areas of difficulty, and it allows them to focus their development plans on areas that will lead to the greatest increase in leadership performance. It ends with exercises that bring it all together—helping you create development plans that leverage their strengths and address their pressing needs.

Visit www.workpersonalityindex.com to learn more or call 1-800-661-5158

The Work Personality Index[®] is a registered trademark of Psychometrics Canada Ltd.