

# PSYCHOMETRIC TOOLS FOR LEADERS

360 Feedback Tools

CPI - The CPI Instrument

GENOS - Emotional Intelligence Assessments

MBTI - The Myers Briggs Type Indicator Instrument

Realise2

# 360 FEEDBACK TOOLS

You Know the Value of Leadership to your Organisation

“Benchmarks® is an inexpensive and user-friendly tool for providing comprehensive feedback to people about their leadership strengths and opportunities for growth. I have seen it have a dramatic impact on individual and team performance as leaders increase both their own effectiveness and get more out of the people who work for and with them.”

## CERTIFICATION PROGRAM OUTCOMES

- Learn about assessment research origins and the latest CCL research.
- Discover the most effective ways to use assessment tools and understand how they fit into an organisation's leadership and development approach.
- Learn to read, analyse and interpret feedback reports.
- Learn how to assist others in development planning.
- Improve your own feedback skills by facilitating, observing and participating in feedback exercises with fellow program participants.
- Completing the Benchmarks® for Managers™ assessment prior to attending the program allows you to explore the instrument using your own results in addition to sample data.

Why not be in a position to offer one of the leading 360-degree processes that is available today within your own work environment?

360-degree instruments in the PSTA Assessment Suite, include:

- Benchmarks® for Managers™
- Benchmarks® for Executives™
- SKILLSCOPE® + Benchmarks® for Learning Agility™
- Benchmarks® by Design™

You will have the opportunity to conduct practice feedback sessions in a safe, low-risk environment. The ACW uses a mix of hands-on experiences, pre-program work and classroom presentations to ensure that you know how to structure, design and implement a state-of-the-art assessment process.

These tools are ideal for Human Resource Managers, Executive Coaches and Consultants who are looking to enhance leadership development initiatives within their organisations.

	Benchmarks® for Managers	SKILLSCOPE®	Benchmarks® for Executives	Benchmarks® for Learning Agility	Benchmarks® by Design
Overview	130 items  25-35 minutes to complete	98 items  20-30 minutes to complete	92 items  20-30 minutes to complete	48 items  10-15 minutes to complete	Pricing based on level of customisation Time to complete depends upon the competencies chosen. Items cannot be edited
Audience	Middle-to-senior level managers and executives with at least 3 years managerial experience	Supervisors and managers. Can be used with individual contributors	Top level executives	High potentials, individual contributors, managers or global executives	Any level of manager or executive
Assess	Leadership behaviours critical for success and potential flaws that can derail a career	Job-related competencies essential for managerial success	Leadership behaviours needed for effective leadership at top levels of an organisation	Ability to learn and the willingness to take advantage of growth opportunities	Choose from CCL's library of over 90 competencies and derailment factors
Content	Features 16 competencies grouped into the following areas:  - Leading the organisation - Leading others - Leading yourself  Plus 5 Derailment Factors-problems that can stall a career	Features 15 competencies grouped in the following areas:  - Information skills - Decision making - Interpersonal skills - Personal resources - Effective use of self	Features 16 competencies grouped into the following areas:  - Leading the business - Leading others - Leading by personal example	Features 11 competencies grouped into:  - Learning to learn - Learning to lead	You choose the competencies that represent your organisation's needs
Special Features	- Additional normative comparison (optional) – over 70 available, including industry, function and country  - Potential career derailers - Industry renown derailment research	- Straightforward and easy to use - Graphic feedback display - Development Planning Guide - Trainer's Guide included with first purchase	- Based on research conducted with top level executives - Board of Directors rater category - Carefully screened exclusive norms, compares participants' results to other top executives - Development Planning Guide includes For Your Improvement™ Translator	- Based on research with successful global managers and international executives - Helps establish a culture in which improved learning skills are recognised and valued	The following components may be customised at set up:  - Email communications - Additional custom survey items - Rater categories

# CPI - THE CPI INSTRUMENT

Improve the performance of your people. Gain insight into their strengths and styles with the CPI™ instruments.

Building a strong organisation made up of high-performing individuals is no small task. It takes clear insight into individuals' professional and personal styles, as well as their degree of development and maturity. That's where powerful leadership development and selection tools like the CPI™ instruments can help.

By describing individuals as others see them, the CPI instruments provide a portrait of personal and work-related characteristics, motivations, and thinking styles – as well as of how people manage themselves and deal with others.

Built on the exceptional history, validity, and reliability of the California Psychological Inventory™ instrument, both the CPI 260® and CPI™ 434 instruments can provide you with time-tested answers to your most pressing challenges.

## PRODUCT BENEFITS

- Develop leadership by helping people better understand themselves and how they interact with others.
- Provide ideal tools for one-on-one or group coaching
- Help you select and develop high-performing people for your organisation.
- Offer real-life applications and practical insights for training and development.
- Complement your leadership development, performance improvement, succession planning and selection programs.

## PRODUCT FEATURES

- Provide a portrait of both personal and work related characteristics.
- Describe how people manage themselves and deal with others, as well as their motivations and thinking styles.
- Offer suggested next steps to help your clients advance as leaders.
- Help you identify talent by measuring results relating to occupational issues, creativity, leadership, amicability and tough-mindedness.
- Include highly intuitive reports available through an online assessment delivery system.



# CPI - THE CPI INSTRUMENT

"The CPI 260® instrument provides a comprehensive view of an individual forming a strong basis for indepth coaching discussions. We have seen many people benefit from self-reflection of their leadership strengths, as well as areas to develop further. The CPI 260® helps us to create an environment where coaching conversations can be focused on selfreflection and personal growth."

- Jayne Cobham, Organisational Psychologist,  
Positive Performance, Auckland, New Zealand

## YOUR GUIDE TO PERFORMANCE

CPP Asia Pacific is a leading provider of psychological instruments, product solutions and professional services; through which we enable our customers and partners to transform individual, team and organisational performance.

Operating for over 20 years, CPP Asia Pacific now has offices throughout the Asia Pacific region, including: Australia, New Zealand, Philippines, Singapore, People's Republic of China, Hong Kong, India and Thailand. As a subsidiary of CPP, Inc., CPP Asia Pacific is proud to be the certification provider and distributor of the world renowned Myers-Briggs Type Indicator® (MBTI®) instrument, in addition to representing other leading psychological assessment and development instruments.

With our expert support and guidance, representatives of businesses of all sizes, government agencies, educators and training and development consultants in more than 100 countries administer our instruments to millions of individuals each year.

## BEST SELLERS

- CPI 260° Client Feedback Report
- CPI 260° Coaching Report for Leaders
- CPI 260° Manual
- CPI™ 434 Profile



## MEETING YOUR NEEDS

The CPI 260° and CPITM 434 instruments can be used in combination with other leadership development tools. They help provide a firm foundation for your training and development initiatives.

- Leadership and Coaching – develop successful leaders with the CPI 260° instrument by identifying individual strengths and blind spots
- Selection – scout for talent, assess potential, or deal with change that results from a merger or downsizing with the CPITM 434 instrument

## CERTIFICATION PROGRAM

The CPI 260° Certification Program teaches you how to professionally and ethically use the CPI 260° instrument. Topics include the design and theory of the instrument, and the key applications of leadership development and coaching. Upon successful completion of the program you will be eligible to purchase and use the CPI 260° instrument and reports.

# GENOS - EMOTIONAL INTELLIGENCE ASSESSMENTS

## GENOS EMOTIONALLY INTELLIGENT WORKPLACE BEHAVIOUR SELF REPORT

This assessment is designed for introductory workshops, conferences or front-line employees. This individual assessment report presents how well an individual believes they demonstrate emotionally intelligent workplace behaviour, and how important they believe it is to do so.

### Key Features

- Benchmarked results provide a comparison with others self-assessed results and the report outlines the type of behaviours associated with being emotionally intelligent in the workplace.
- A traffic light methodology highlights areas of potential strength and development.
- A Guide for asking others for feedback to balancing self- assessed results is also provided at the end of the report.

## GENOS 180° EMOTIONALLY INTELLIGENT WORKPLACE BEHAVIOUR FEEDBACK REPORT

This report presents how well an individual demonstrates emotionally intelligent workplace behaviour, how important it is to colleagues that they do so, and qualitative comments from raters.

### Key Features

- Reliable and valid results that measure emotional intelligence from the most credible source available: those who see the person in action every day.
- Feedback collected from a group of colleagues (3-6 recommended) and presented in a single rater category set of results.
- A traffic light methodology pinpoints areas of strength and highlights areas for development.
- A Guide for sharing Insights (from the report) and Actions (the participant is going to take), with raters is also provided.

## GENOS 360° EMOTIONALLY INTELLIGENT WORKPLACE BEHAVIOUR FEEDBACK REPORT

This report presents how well an individual demonstrates emotionally intelligent workplace behaviour, how important it is to colleagues that they do so, and qualitative comments from raters.

### Key Features

- Reliable and valid results that measure emotional intelligence from the most credible source available: those who see the person in action every day.
- Feedback collected from multiple rater groups (e.g., Manager, Peers, Other) and presented in a traffic light methodology that pinpoints areas of strength and highlights areas for development.
- A Guide for sharing Insights (from the report) and Actions (the participant is going to take), with raters is also provided.

## GENOS EMOTIONALLY INTELLIGENT LEADERSHIP SELF REPORT

This assessment is designed for emerging or front-line leaders.

### Key Features

- Interpretation of results is engaging and readily accessible with our beautifully presented reports.
- The 'traffic light' methodology helps leaders quickly identify gaps between how important and how well they demonstrate emotionally intelligent workplace behaviours.
- The feedback report comes with a self-paced development guide making the instrument perfect for use and debriefing in workshops and large group conferences.

# GENOS - EMOTIONAL INTELLIGENCE ASSESSMENTS

## GENOS 180° EMOTIONALLY INTELLIGENT LEADERSHIP FEEDBACK REPORT

This assessment is designed for front-line to supervisor development.

### Key Features

- Interpretation of results is engaging and readily accessible with our beautifully presented reports.
- Being a 180° assessment makes this product perfect for use in development workshops, conferences and other group development mediums.
- Raters can provide free text responses for each competency assessed. These are captured in the Feedback Report and help leaders understand the context behind rater responses to assessment questions.
- Development tips for each competency and item in the assessment.

## GENOS 360° EMOTIONALLY INTELLIGENT LEADERSHIP FEEDBACK REPORT

This assessment has been designed for middle to senior leadership development.

### Key Features

- Customisable rater categories to suit the vernacular your people are familiar with. The system can collect feedback from multiple rater groups, for example Manager, Managing Partner, Associate Partner, Peers, Direct Reports, Clients, Stakeholders, Customers, Others, etc.
- Benchmarked, raw and gap scores for each competency and behavior, measured to help leaders quickly interpret and act on their results.
- Raters can provide free text responses for each competency assessed. These are captured in the Feedback Report and help leaders understand the context behind rater responses to assessment questions.
- Development tips for each competency and item in the assessment.



# MBTI - THE MYERS-BRIGGS TYPE INDICATOR® INSTRUMENT

Insight for improving performance. All from the world's most trusted personality instrument.

The Myers-Briggs Type Indicator® (MBTI®) instrument is a highly versatile solution that has helped millions of people around the world gain a deeper understanding of themselves and how they interact with others.

Through the creation of a common language to easily communicate the complexities of an individual's personality, the MBTI® instrument provides the reliable insights you need to improve the performance of your people, teams and organisation. It supplies invaluable inputs for your ongoing team building, leadership and coaching, conflict management, career development and retention efforts.

Furthermore, you are supported with easy-to-use, insightful reports, extensive practitioner and participant resources.

## POINT OF DIFFERENCE

- Most widely used personality instrument in the world
- Demonstrates very strong psychometric properties, including high levels of reliability and validity
- Helps people understand individual personality type and its relationship to performance, team dynamics, and other topics
- Ease of implementation with application-specific reports and supporting materials
- Provides invaluable self knowledge that extends well beyond any one training session

## PRODUCT FEATURES

- Identifies an individual's preferences for Extraversion or Introversion, Sensing or Intuition, Thinking or Feeling, Judging or Perceiving
- Provides various online and paper formats to meet your specific needs and budget
- Offers a range of reports that relate type results to specific application areas
- Simplifies the interpretation process with userfriendly, narrative report formats
- Provides dozens of support materials such as:
  - > *Introduction to Type®* Series – workbooks to help individuals apply their self knowledge
  - > Type Practitioner Series – booklets designed to help you expand your knowledge
  - > Ready to Go Workshops – sessions to help you plan and execute training sessions



# MBTI - THE MYERS-BRIGGS TYPE INDICATOR® INSTRUMENT

The MBTI® instrument is close to the silver bullet for business. It lets you align the key elements... customers, staff and management. We have used the MBTI® instrument at Westfund Health Insurance in sales training, sales, product development, service process, marketing and organisational development every year for the last 12 years.

- Grahame Danaher, CEO, Westfund Health Insurance

## MEETING YOUR NEEDS

The MBTI® instrument can be used alone or in combination with other products. Together they form an integrated solution for all your training and development initiatives.

- Leadership and Coaching
- Team Development
- Conflict Management
- Communication
- Retention
- Career Exploration

## BENEFITS TO YOU

- Develop capable and effective leadership at every level of an organisation
- Improve individual and team performance
- Reduce workplace conflict and work more effectively together
- Create an atmosphere of understanding, clear communication and mutual respect
- Nurture and retain top talent – protect what is most valuable
- Explore the world of work – help people find their passion

## REALISE 2

If talent management is a top priority, how much are you leveraging performance potential across your organisation?

Everyone has strengths. Not everyone is clear what their strengths are and how to capitalise on them. Critically for organisations, neither are their managers. Realising strengths is a clear and natural route to enhancing employee contribution and engagement.

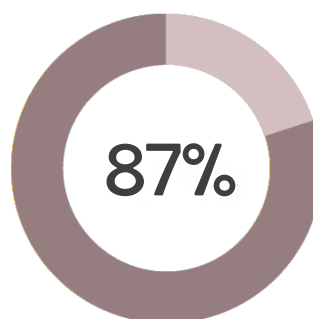
The Realise2 assessment and development tool unlocks performance potential in individuals, teams and organisations by realising their strengths.

A world-leading strengths tool, Realise2 is changing the way we assess, develop and leverage talent in people. Realise2 is built from a decade of theoretical and empirical research in positive psychology and has been taken by 70,000+ people around the world. Designed by Alex Linley and his team at Capp, Realise2 is used by leading organisations including Avery Dennison, Aviva, Oracle and Ernst & Young.

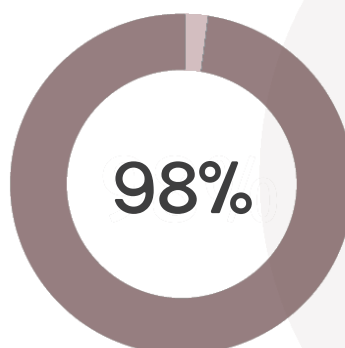
Unique and distinct from traditional one-dimensional strengths tests, Realise2 assesses 60 strengths across three dimensions of energy, performance and use. This pinpoints people's results in four quadrants:

- Realised Strengths are the things they find energising, perform well, and use often.
- Learned Behaviours are the things they have learned to do well, yet do not energise them.
- Weaknesses are the things they find hard to do well and find draining.
- Unrealised Strengths are the things they find energising and perform well, yet don't use so often.

This provides a positive platform for development, enabling people to design strategies to maximise growth potential, minimise weaknesses and optimise performance and wellbeing.



87% of employees think the best managers manage differently according to individual needs.



98% of candidates believe an employer recognising their strengths is important.



Simply put, strengths energise people enabling them to be at their best

- Alex Linley

## EVIDENCE

Research shows that when people use their strengths they perform better, achieve results faster and feel more resilient, satisfied, energised and engaged. The impact on business performance and the bottom line is significant.

### For individuals

- Enhanced engagement
- Increased resilience.
- Greater happiness and flourishing.
- Faster goal attainment and greater personal fulfillment.
- More energy and mindfulness.
- Lower stress levels.

### For organisations

- Higher levels of employee engagement leading to increased profit, business performance and customer satisfaction.
- Reduced stress resulting in lower turnover and absenteeism, and greater loyalty.
- Increased resilience which enables people to go beyond their job specifications, facilitating positive organisational change.

## APPLICATIONS

Realise2 is a powerful, versatile and ideal tool to use across the employee life-cycle and organisation. For example, integrating Realise2 assessment into performance management and talent development initiatives yields exceptionally high returns. Applications of this versatile and dynamic strengths tool include:

- Leadership and talent development.
- Team building.
- Organisational development.
- Performance management.
- Talent selection.
- Recruitment.
- Executive and workplace coaching.
- Career planning.
- Student and teacher development.
- Resilience and wellbeing.

A Corporate Leadership Council survey of over 19,000 staff demonstrates the positive impact of performance conversations focusing on strengths rather than weaknesses.

Emphasis on performance strengths resulted in dramatically higher performance than focus on weakness. Yet this deficit approach is still dominant in organisations.

Strengths use is also a core predictor of workplace engagement, which in turn predicts increased productivity, higher profits, greater commitment and retention.

Consider the impact of realising strengths in your organisation.

