



Top 10 Reasons Managers Fear Assessment Testing

Much like the fear of the unknown with the current state of the economy, many organizational management teams fear workplace assessments. But is this fear justified? Is it real? Or is it merely an exaggeration? A misunderstanding? Let's look at the Top 10:

10. “But we’re just a small business”.

This couldn't be further from the truth. In fact, with PIs retainer model, the Predictive Index® personality assessment is more attainable than ever. Retainer fees are based on # of employees with unlimited use, unlike similar assessments in the marketplace, such as DISC and Knightsbridge, in which users pay per assessment. This allows small businesses to have the same advantages as large companies. As well, technology has made the tool more attainable. It is now at the fingertips of all businesses: small, medium, or large.

9. “Candidates can fake the test.”

False! Yes it is true that personality tests can be manipulated, but PI® is unique in that it will be clear that the candidate will have been deceitful. PI looks for core personality traits and is an open choice survey. Rather than answer close-choice questions that the candidate can determine what is right or wrong, with the PI, they must choose a # of words that reflect their self and self-concept. Employers can not only see who the person is at the core, but also how that person is on the job as well as their perception of their current role. This also sets PI ahead in the marketplace in the area of workplace assessment. We know that 99% of resumes have embellished information, and interviewees say what they want the interviewer to hear. Rather than go on “gut”, hiring managers can now use data-driven assessment to make the best decision for the company and candidate.

8. “We just don’t have the time to send our managers to be certified.”

Many organizations are concerned about training courses being a “waste of time”. They are concerned about ROI and performance continuity. It is important that assessment providers emphasize the value of time invested and show ROI, as well as provide assurances and proof of survival. The positive impact that the training will have on the business in the areas of increased productivity and efficiencies will far outweigh the lost of time for the two days of training. This knowledge-transfer training empowers organizations to drive performance and puts information and knowledge into the hands of the business leaders for maximum impact and sustainable results. In addition, many certification courses are now shorter, more comprehensive, and are structured to adult-learning styles. This makes it more convenient to fit into their busy, business environments. In addition, PI courses are offered nationwide. Also, businesses with 5 or more employees registering for training can even opt for a private session held in the convenience of their own facility.



7. “And we don’t have the time to test candidates and current employees.”

Assessment tools do not have to be difficult or long. PI surveys can be completed in 10-15 minutes. The simple 2 question open-choice survey is not only efficient and quick, but it is easily accessible. AccessPI allows the web-based survey to be administered worldwide, and is limitless in accessibility. This single assessment solution provides a common language that allows for greater consistency. Trained analysts will have the skill and expertise to deliver results quickly and accurately with the ability to create strategies for immediate results. And this immediate action will produce quicker return on investment and improve the bottom line.

6. “Why would we pay for a tool that we just use for 10 min. to hire?”

Personality assessments, and especially PI, have uses that extend far beyond the use as merely a hiring tool. One of the best uses of PI is in the area of leadership development. By understanding what drives and motivates your people, organizations are able to develop future leaders and retain and leverage high potential talent. Organizations can also use their knowledge in areas of strategic organizational development and change management, maximizing team performance and improving productivity across all levels, as well as creating coaching strategies. When combined with the Selling Skills Assessment Tool™ (SSAT) and Customer-Focused Selling™ (CFS), organizations are given the skills to sell more strategically and efficient, boosting sales performance. In addition, the availability of a consultant at any time creates a strategic partner that can offer experience and objectivity to work with organizations for creating strategies to address any business needs. As you can see, uses extend far beyond the realm of hiring and retention.

5. “I don’t agree with my results. Why should I administer it to others?”

If the participant was true to their responses, these results will be accurate. There are no right or wrong answers. The PI is a free-choice assessment. Users are selecting words that best describe them. If they are honest with their answers, the results will paint an accurate picture of their core traits. Their self-concept may change and may not be an accurate reflection, but the self will always be constant. This is who they are as at the core.

4. “I can’t get buy in from my team or HR.”

This is often the case with many large companies, and can be the result of a combination of factors. It is important here that the decisions-makers have all the facts and understand the full value of the tool being considered. When examined, it is clear that there is a high value/cost ratio with the implementation of PI as an assessment tool. Proof of value and applicability needs to be evident. PI has many case and validity studies available that can attest for its proven success and accuracy.

3. “Is this even valid? I want proven results. Does it even work?”



People Smart. Results Driven™

It is crucial when deciding to use a personality assessment that organizations choose a tool that is valid, consistent, and reliable. The validity of PI is one of the tool's greatest strengths. The tool was established in 1955 with a strong track record and proven dependability. It has been used in Canada since 1958, but also has worldwide use, available in 62 languages. It is a scientifically validated management tool that has been repeatedly validated to provide reliable results and no fear of bias. Its proven data-driven methodology proves that it works. With 7300 clients and 52,000 trained analysts in over 146 countries worldwide, PI proves uniformity, consistency, and reliability.

2. “I don’t have time to do all of the administrative work.”

Organizations now more than ever need to focus on activities that have a direct impact to the bottom line. When considering assessment tools, a common fear is that they do not want to get bogged down with administrative work, taking away from time that can be used to focus on direct impact sales activities. They often feel that implementing such a tool will be complicated and time-consuming. PI addresses and answers all of these concerns. Its ease of use, accessibility, and efficiency eliminate any and all administrative concerns. Web access enables it to be a simple tool that is easy to administer. Fast process allows for quick results. Also, by having trained analysts within the company, the need for long, complicated reporting is eliminated. Organizations are trained to identify rich information about behavior which will provide improved leadership performance and better decision-making. With this knowledge-transfer training, daunting and tedious administrative tasks are eliminating, and companies are provided with a common language. PI becomes a part of the organizational culture.

1. “IT’S NOT IN THE BUDGET!”

We hear this every day in the current economy. Organizations are making cutbacks. But as I heard it described the best at a meeting recently, should management teams cut the area that we are the worst at understanding? With the economic conditions, we can all agree that cuts need to be made, but it is now more important than ever that businesses invest in their most valuable resource - their people. They must plan for long-term stability and by investing in talent and leadership development they will be prepared for the future. Organizations that understand the importance of this will bounce back from this economic downturn and be stronger than ever.

If I have not answered your concerns, or if you would like to discuss the Predictive Index® (PI®), Selling Skills Assessment Tool™ (SSAT), or Customer-Focused Selling™ (CFS), please do not hesitate to contact myself, Kristy Kahler, at kkahler@predictivesuccess.com or at 416-460-7571.

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