

identity

the self-perception questionnaire

identity® - the Self-Perception Personality Questionnaire Features, Benefits & Costs

identity was developed specifically for business applications. It is a high quality, researched personality questionnaire that is more accurate and predictive than other instruments. It is comprehensive, accessible and simple to use.

- i All Popular Models of Business Personality**
identity can derive all the useful models for individuals including Leadership Styles, Team Role preference, Jung Type (same model as MBTI), Learning Styles and Emotional Intelligence. identity directly assesses 36 business-related personality traits - all the above in a single administration.
- i Online Administrator Account for Trained Users**
Those holding the BPS Test User: Occupational, Personality qualification who have been trained in using other trait-based measures do not need top-up training. identity is easy to pick up and apply to the business environment, translating easily into organisational processes and language. You can start using the online questionnaire immediately, with no set-up costs or ongoing charges. You simply pay for each respondent who completes the questionnaire, and then print off unlimited reports.
- i Predicts Performance – Strong Validity**
identity is fully validated for making sensitive selection decisions. Research shows that some scales of identity are more predictive of leadership performance than even ability tests or interviews.
- i More Accurate**
identity provides a more in-depth analysis of response style than other tools and uses a number of scales to spot potential faking, exaggeration, poor self-reviewing or emotional defensiveness. Other tools may have none or only one measure of potential response style. identity also has a vast norm base to ensure appropriate comparisons with the working population.

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Features & Benefits continued...

- i Full Internet Capability**
When you choose to use **identity**, you get a full online administration system, allowing you to generate secure passwords to email to your respondents. Reports are generated automatically through the website. The site is intuitive and easy to use. The process is convenient for all involved.
- i Flexible, Bespoke Solutions**
You can provide value to your partners, clients or customers by providing people with reports branded with your logo or structured against your specific competences. Drawing from our extensive databank, we can also create very focused and specific norm groups if required.
- i Cost-Efficient**
identity costs £40 per respondent. This cost includes all the reports you may require. For example, in a selection situation you may wish to generate pre-interview reports for your interview panel members, print a comprehensive report and profile for yourself, and also provide a feedback or on-boarding report for the candidate. Discounts are available for volume. See below for further details.
- i Full Bureau Service Available**
For those who have not been trained we provide a bureau service which will allow you access to a range of interpreted reports from just £65 + VAT.
We also provide the BPS training as a blended learning course.
Please contact us for further information on either of these options.

Understand the person beneath the surface

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identity®: Costings

For those who have the BPS Test User qualification **identity** is available through your own online administrator account. You can also order hard-copy, paper materials.

There are no annual license charges or hidden costs for using the **identity** online system.

identity is also available via our bureau service.

Online costs

identity online is a pay-per-use system with **no set-up costs**.

Buy credits as you need them, or in bulk to gain savings. One credit is used each time a respondent completes the questionnaire.

i Online Administration System

- Free account setup
- £40 per respondent – unlimited reports
- Discounts for volume:
Order 25 – 99 credits £ 35 per credit
Order 100+ credits £ 30 per credit

i Bureau Service

- £65 per respondent - inc. 2 reports (Assessment & Feedback)
- Additional Reports £40 each

Hard Copy, Paper Materials Costs

i Question Booklets	£ 15 each
i Answer Sheets	£ 30 per 10 pack
i Profile Charts	£ 30 per 10 pack
i Scoring Keys: for PC and by Hand	£ 100
i Starter Pack of Materials	£ 200

Please note all costs above are subject to VAT - except Booklets which are exempt

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