

How You Will Benefit

The superior depth and clarity of the ADVANCED ANALYSIS™ will increase your confidence in making critical “people decisions.” It will help you identify opportunities and avoid costly mistakes.

- **Psychologist quality comprehensiveness and accuracy only faster and more affordable.**
- **One report reflecting the whole person and effective for multiple applications; selecting, coaching, counselling, developing, promoting, succession planning.**
- **The capacity to assess senior executives and the leaders of tomorrow.**
- **No technical interpretation required.**
- **No certification or expensive training required.**
- **Not susceptible to “fixing”.**
- **Easy to use for you and the person being assessed.**
- **On-going support and guidance, we are always there to help.**

The ADVANCED ANALYSIS™ is not encumbered by many of the limitations of other systems.

- Operating at a much more granular level, it is able to make important distinctions that other methods cannot make or at best make only hazily. It can evaluate, for example, whether someone has the ability to be good at one type of selling versus another, whether he or she will be better in one type of management role versus another, better in certain environments and cultures versus others. It draws clear distinctions between leadership and management, business development and management, selling and marketing etc. It can differentiate very clearly, for example, between a potentially competent manager and an inspiring leader.
- Because of its depth and breadth of analysis, it can reveal aspects of an individual unseen by traditional methods. These unanticipated aspects can prove very relevant.
- Since it constructs “from the ground up” and is not founded on separate factor scales, it can identify combinations and nuances of attributes that the simple

tools cannot, because of limitations inherent to their simple models. Many combinations of attributes could only be framed as inconsistent, even contradictory, by simpler methods.

The ADVANCED ANALYSIS™ demonstrates with its efficacy, that people are surprisingly unique. They do not conform all that well to the mould of this or that model or theory. It is very common, for example, for someone to be both very sociable and very analytical, yet the most celebrated of assessment methods, DISC suggests it is strictly a matter of either /or. You are either relatively sociable or relatively analytical, but in absolute terms you can neither be high on both nor low on both. On the other hand, the rich variety of “people configurations” we encounter proves otherwise. [Click here to read some comparative case studies.](#)

- Unlike other complex methods (that draw on a large number of factors or concepts without having the simplifying capacity of systematic interrelatedness), the ADVANCED ANALYSIS™ can draw on concepts from well-known methods such as DISC, Myers-Briggs, and True Colors. Only the new technology of the ADVANCED ANALYSIS™ allows us to draw on the rich variety of concepts from disparate methods without engendering incongruity and unclarity as an unintended by-product. The ANALYSIS allows us to consider, integrate and employ these disparate concepts in a way that enhances accuracy and clarity.
- In part because of its comprehensiveness, the ADVANCED ANALYSIS™ is not susceptible to “fixing” (referring to a candidate’s attempt to inflate or deflate his or her responses).

In a nutshell, the ADVANCED ANALYSIS™, unlike any other system, gets underneath the personality and temperament, motivations and values, core competencies and aptitudes of your candidate in order to help you determine if he or she is not just fairly good or good—but great.