

The ADVANCED ANALYSIS™

What It Is

The ADVANCED ANALYSIS™ is a breakthrough technology that takes personality assessments to a whole new level. It is the most comprehensive, accurate and reliable method for capturing an individual's unique character, values, motivations, temperament, interests, aptitudes, and competencies; deep-seated qualities that have proven to be key to successful performance in a given role and culture.

Just as High-Definition television has set a new standard for clarity, the ADVANCED ANALYSIS™ gives us a new level of clarity and insight into an individual and their suitability to a specific role.

Why it's Unique

Through extensive research into personality and the diversity of assessment methods, PLM saw that there was no single assessment method that had real comprehensiveness. Available methods were limited by either being too simple (lumping people into categories), or too complex ("losing the forest for the trees"). The ADVANCED ANALYSIS™ is designed to give you the best of both—comprehensiveness with simplicity.

The ADVANCED ANALYSIS™ is driven by a sophisticated "psychological engine" that analyses a large number of micro factors or dispositional elements that work together as a highly integrated system. Instead of forcing an individual to conform to a preset "type" or 4 or 5 factor model, the ADVANCED ANALYSIS™ constructs psychological attributes at a much more granular level and generates high-definition "portraits" that capture a person's uniqueness.

It's able to draw clear and important distinctions that other systems can only make hazily, if at all. It recognizes, for example, critical differences between leadership and management and evaluates multiple facets and types of each. It also clearly distinguishes between such roles as direct sales, account management, business development and marketing.

The result is an extraordinarily accurate and pinpointed assessment that offers comprehensiveness without sacrificing simplicity—a feat that until now could only be accomplished by a skilled assessment psychologist.