

Trained in psychometrics, Barbara helps clients choose from **3000 assessments** on the market today. [Contact me to learn more.](#)

Why so many? Many assessments deliver similar results under different brand names. It's not really 3000.

What do you wish people knew? Clients tell me about multiple tests they've purchased, not realizing they're fundamentally the same. Also, there are popular assessments, that have never been validated as accurate. These succeed on surface appeal and great marketing, not proven value.

So what? Buying tools that deliver no value is a waste of time and money. It's also confusing to conduct multiple assessments, all with different terminology. [I help clients select](#) tools that deliver real value, efficiently and effectively.

What do recommend? If a client has a strong favorite, we'll use their preference. I understand the guts of assessments, so the brand name doesn't matter. When asked, I recommend tools that are: **easy to understand, affordable, practical and psychometrically valid.** This [excellent suite of tools](#) is a good example.

Are there any real differences? Yes! There are distinct categories of tools for different situations. Keep reading to learn about two important categories. If you don't see a favorite, ask me. There may be a good reason it's not on the list. (*Hint: I avoid tools that are overly expensive, complicated, impractical or poor quality.*)

Ideal for Growth & Development

Behavioral Assessments

Behavioral assessments are **not** personality assessments. They focus on behaviors and skills that can be developed. **They are often the best choice for professional development.**

- **DISC** assesses how individuals interact situationally. DISC is more flexible and adaptive than personality. There are number of quality DISC tools.
- **Specialized Behavioral Assessments** that measure specifics areas like **EQ, Team-Performance, Conflict Resolution, Sales Behavior, Leadership** and other skills. To learn more about specific skill assessments [Contact me](#)

Appropriate for Hiring & Promotion

Combination Assessments

Combination assessments measure personality *and other* criteria like values, abilities, attitudes. The below have been validated for hiring and promotion. [Contact me](#) to learn more.

Accessible to All:

- **Caliper:** Developed by psychologists Herbert Greenberg and David Mayer to provide a more valid hiring assessment. Caliper results are compared against a large library of job roles for "fit", or employers may customize job profile. Since it *does not* require a psychologist to administer and interpret, it's a favorite.

Requires Psychometric Expert Interpretation:

- **The 16pf:** Developed by psychometric expert Raymond Cattell, the 16pf reveals detail on expected behaviors and traits.
- **Hogan Group:** Developed by psychologist Robert Hogan these tools assess normal personality, derailment characteristics, core values and cognitive reasoning ability.