

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 cool looking tools that are popular, but never 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's a good reason it's not on the list. (*Hint: it's probably unnecessarily expensive, complicated, impractical or not validated*).

### Ideal for Growth & Development

#### Behavioral Assessments

Behavioral assessments are **not** personality assessments. They focus on behaviors that are adaptable 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 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 a Psychometric Expert:

- **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.

## Wiley Suite of Assessment Tools

### The Assessment Challenge

There are over 3000 assessments currently available. Trained in psychometrics, Barbara recommends assessments based on: **quality, ease of access, affordability and practical usefulness.** [Contact me](#)

### Why Wiley?

BKC has professional accounts with high quality providers including Wiley, Hogan, TTI, and PSI. So, why highlight Wiley? Compared to many, Wiley tools are more:

- Convenient:** Taken online at the client's convenience
- Affordable:** More reasonably priced than *many* assessments
- High Quality:** Designed with high psychometric quality
- Relevant:** Relevant for a *wide range* of development interests
- Practical:** Easy to understand, focused on practical application
- Coordinated:** Built to work together and facilitate application

### Popular Wiley Assessments:

DISC based assessments include tools for:

**Individuals**

**Teams**

**Managers**

**Leaders**

**Agile EQ** (*new in 2020*)

**360 Feedback**

**Productive Conflict**

**Sales**

Patrick Lencioni's *Five Behaviors* Team assessments include:

**Five Behaviors - All Team** includes:

**All Team *and* Individual DISC:** Team results *and* a DISC for every team member.

**1 on 1 Comparison (*free*):** Compares two team members on how they approach team work.

**Team Progress (*free*):** Free team progress reports, as often as desired.

**Five Behaviors - Individual Assessment** includes:

**Individual Profile:** Highlights how the individual behaves when working collaboratively with others.

**1 on 1 Comparison (*free*):** Compares any two individuals who have taken an assessment.

[Contact me to learn more](#)

### Who is Wiley?

Founded in 1807, Wiley is a global publishing company. They specialize in academic publishing for researchers and practitioners in science, technical, medical and scholarly fields. In addition, they are a leading provider of workplace assessments worldwide.

[bk@barbarakaycoaching.com](mailto:bk@barbarakaycoaching.com)

630.212.5460

[www.barbarakaycoaching.com](http://www.barbarakaycoaching.com)