



WHAT WE STAND FOR:

Think Global: We aim to be the global provider of choice for the most extensive range of psychometric assessments.

Act Local: We believe that for psychometric tests to be fair and valid, they have to be fully adapted to local cultures and contexts.

Real Value: We strive to provide a real return on investment by offering products at realistic prices.

Intellectual Integrity: Our tests are founded on established psychological models and based on verifiable evidence

Practical Innovation: We aim to continually innovate and provide solutions that make psychometrics accessible and useful to our clients.



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Psytech: The New Global Force in Testing

Welcome to Psytech International's second newsletter. This has been an exciting half year for us. We have been busy with a number of innovations. The computer generated reports are being redesigned new reports have been produced. The website is currently being revamped to illustrate our new direction. Look for this in the coming months and watch this space as there is plenty more to follow!

In this edition of 'Testing Times' we are:

- Reviewing the psychological model behind the JTI;
- Outlining iSupervise;
- Looking into the world of testing in Arabic;
- Presenting a new distributor;
- Introducing you to another member of the Psytech team;
- New product launches;
- I.T. Update;
- Training dates across the globe.

INTERNATIONAL ASSOCIATE:

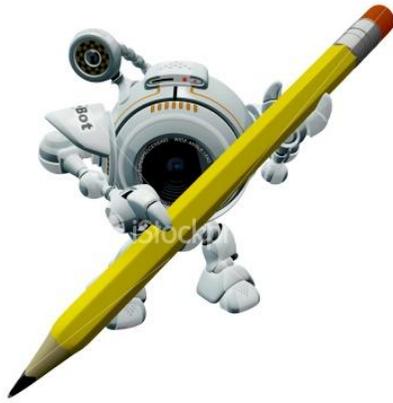


Based in Dubai, Arabian Assessment and Development Centre are specialists in consultancy and training for the assessment and development of an organisation's Human Resources.

AADC apply the principles of Occupational Psychology and Human Resource Management with sensitivity to local norms and customs.

AADC offer psychometric assessment services, design assessment and development centres, provide human resource consultancy and Level A and B training.

Visit their website: www.arabianassessment.com



A solution to the validity of unsupervised tests

iSupervise is the first online testing platform to allow remote supervised assessment. iSupervise uses the latest in internet technology to protect against the risks of cheating, prevent security breaches, and to offer users confidence in the validity of their assessment.

Tests supported by iSupervise: iSupervise fully supports over 40 psychometric tests covering personality, aptitude & ability, interests & values, and advanced computer adaptive questionnaires.

The advantages of iSupervise:

- Confidence in the validity of your test results
- No need to re-test applicants to verify the authenticity of results
- Real time interaction with the candidates through an integrated instant messenger system
- Full control over the testing session, including pausing or cancelling a remote delivery
- No need to transport applicants to test location, so saving costs
- The ability to test one or more applicants at the same time

The cost of iSupervise: iSupervise is an integral part of GeneSys Online. There are no additional costs to administer when administering tests via iSupervise or generating reports.

How do I use iSupervise: For full details of how to use iSupervise, please review the GeneSys Online Tutorial at <http://www.genesysonline.net/tutorial/> and download the iSupervise administrator and respondent guides from:

<http://www.psytech.com/resources-GeneSysManual.php>

The Challenge: The internet allows psychometric tests to be administered to applicants anywhere in the world. However up till now users have lacked confidence in results obtained from unsupervised test sessions. While one possible solution has been to verify the results by retesting short-listed candidates, this takes more time and adds significant costs. GeneSys iSupervise is the first internet testing system that avoids these problems by allowing you to supervise remote internet based tests.

How iSupervise works: iSupervise uses webcam technology and an integrated instant messenger to allow supervisors to communicate with applicants in real-time. With iSupervise administrators always retain full control of each applicant's test session as if they were in the room with them.



GENESYS HOT TIP

Customisation of reports:

The Custom feature within GeneSys3 allows the user to customise report styles. The customised report styles are based on report sections within the system. This allows the user to construct a battery of measures which then produces a single report. This single report would provide the specific information required by the user.

15FQ+
استفتاء
سمات الشخصية الخمسة عشر

PSYCH
INTERNATIONAL

End to End Solutions in Psychometric Testing – in Arabic



Steve Ide, MD AACD

The language of Psychometrics can be pretty confusing in English. Face validity, reliability, norms, and statistics; imagine trying to work with tests, results and heaven forbid, certification with English as your second language? The challenge AACD took on!

Eight years ago Arabian Assessment & Development Centre (AACD) began their business in Dubai, UAE, running the British Psychological Society Level A&B, offering English tests and reports whilst developing local Norm groups. At that time it was a great success. Over 1500 delegates certified and over 10,000 candidates assessed within 5 years.

The world has moved on.

HR managers and Operations Executives are now been selected from the local Arabic and National pool. Candidates are expecting feedback and reports that they can readily gain utility from, in their local language.

THE JOURNEY

Step 1

Starting with Arabisation of the 15FQ+, it has taken 3 years to achieve acceptable reliability and validity results.

Why? Translation is not easy. Subsets of the language across the Arab world vary enormously. The cultures are very different to Western. E.g. "I like to go to the cinema", tricky when cinemas are forbidden in many countries. "I respect my elders", taken for granted in most of the Arab world. Over 100 items in the 15FQ+ needed adapting, trialling, reworking, retrialling, a process that has taken over 3 years and 8 versions to complete.

Now the 15FQ+, GRT2, CRTB, OIP+ are published in Arabic- no other test publisher has achieved this.

Step 2

GeneSys3 software and online testing and reporting are state of the art products, designed for left to right English language. The challenges and hurdles to developing automated reporting have been enormous.

Now they have been completed. A major triumph for AACD's in house guru, Tariq Shaban and the Psytech team who have given full support.

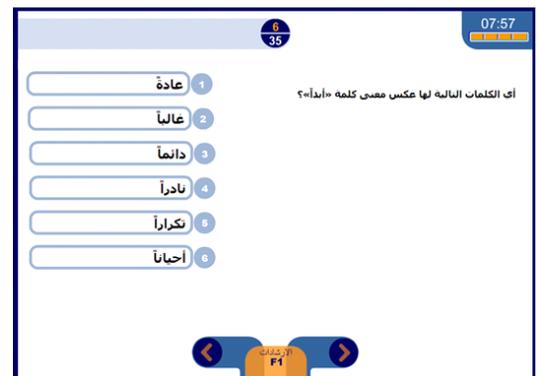
Step 3

The BPS Level A&B is challenging even for

Graduate English Language speakers. Second language delegates have always had difficulty not only with the terminology but quite frankly with the British processes, bureaucracy and standards of submissions, in their second language.

The GeneSys user course, translated and adapted into Arabic provides the solution enabling end users to gain a full grounding in Psychometric test usage plus an instant access to all GeneSys capability, in English and Arabic.

Thus for the first time, globally, a Psytech distributor can offer an end to end solution in the local language, culturally adapted and fully validated. Certification training, tests and reports – all in Arabic.



MONTHLY Q & A

Question: Can tests be used on their own to provide business solutions?

Answer: No

The testing industry overplays what buyers can do with psychometric data and reports, promoting the idea that these provide the entire solution, when in fact, when used in isolation, their value may be limited.

Our position: While a potentially effective screening device, psychometrics alone cannot predict all of the complexity of job performance; it's not a magic pill that will solve every business issue by itself. We must be aware of the limits of using psychometrics, not oversimplify their use, and recognise their potential when used as part of an integrated approach.

MEET THE PSYTECH TEAM



GINNY BROWN

Ginny Brown joined Psytech 15 years ago having previously worked in a bank and as a Senior Systems Analyst for British Aerospace Space Systems.

Ginny is the first point of contact for most of our UK clients. Her role includes dealing with request for materials, preparing invoices, daily postal duties, banking payments and general credit control procedures.

Ginny is also responsible for processing any requests received in relation to our Bureau Service.

With knowledge built up over 15 years, Ginny won't be allowed to leave the company, just yet!

Latest Trends and Updates

Look out for Psytech in the International Press

Psytech are launching a campaign at the CIPD conference in November. The campaign is exposing the myths surrounding psychometric testing. There are 5 key myths prevalent currently in the UK being UK psychometrics industry. These include:

- The myth of results;
- The myth of science;
- The myth of difference;
- The myth of price;
- The myth of expertise.

Come and see us at the CIPD conference in Manchester, U.K., between the 17th and 19th of November to learn more.

- **Pressure Management Inventory:** Psytech have recently negotiated a one year license for our users for the PMI. The PMI provides a mechanism for understanding staff's sources of pressure, individual moderators, coping styles, and consequences of pressure at an individual, team, and organisational level. Collectively, these scales can identify which staff may be most at risk from stress, and the sorts of actions required to minimise pressure on a daily basis. Be quick as this offer is for a limited time.
- **Have you considered Abstract Reasoning (ART):** ART assesses an individual's capacity to perceive logical patterns and relationships and extrapolate from these. Sometimes referred to as 'Fluid Intelligence', this is considered to be the purest form of general mental ability, and is not dependent upon a person's cultural background or educational experience. ART identifies potential to adapt to and learn from new situations and experiences. This ability is important for roles which require the incumbent to assimilate complex logical material, identify the patterns underlying this material and draw inferences from this. Developed on a large undergraduate sample, the test is particularly appropriate for use with graduate, managerial and professional groups.
- **New Distributors:** We would like to welcome on board our new global distributor, Norway (Tommy Antonsen). This distributor along with over 20 countries in which we operate will be covered in upcoming issues of 'testing times'.
- **New Website:** Psytech will be launching its new website over the coming months (www.psytech.com). The website will be embodiment of the new brand and illustrating the direction of the company and highlighting our Vision, Values, and Mission.
- **Psytech International Conference for Distributors (17-18 May 2010):** This will be a chance to all get together in Bayonne, France to discuss the advancements and updates at Psytech over the last 2 years. More on this in the coming newsletters.

I.T. Update: Why we chose Flash for online testing

Mike Agnew (Chief Programmer)

HOW WE REALISE OUR VALUES

Local Provider Local Solution:

Psytech does not believe that global solutions can be imposed on local markets. Our psychometric tests are designed or adapted to demonstrate direct relevance to local market needs.

Global Network:

The local distributors of Psytech together form a global network of dedicated testing providers. Through shared experience around common goals, we are a global force built by local providers.

Making Psychometrics Affordable:

Psytech have been instrumental in all markets at making psychometrics accessible for all organisations.

Model based Psychology:

Psytech continues to use models that are well supported by solid academic research.

Leading Innovator:

Psytech continues to innovate in the technology based testing arena.

Professional Standards:

Psytech are committed to up-holding the highest professional standards that promote the discipline of Industrial and Organisational Psychology.

Flash is undoubtedly the most powerful platform available for online testing

One of the great things about Flash is that its display engine uses 'vector' graphics. This means that all our tests should scale perfectly to any monitor resolution. HTML testing platforms normally use bitmaps which means that, as the monitor resolution increases, the graphics look smaller and smaller. The implication with HTML systems is that there is a real chance that two different respondents will have fairly different experiences of a given test – not so with Flash.

Flash's multimedia capabilities are unbeatable and this allows us to give users the richest experience possible. We can seamlessly integrate the most impressive graphics, video and sound in one environment. Flash interfaces are much more sophisticated than the standard HTML page. Flash interfaces allow advanced drag and drop operations and provide many of the features that users would see in a windows application. Flash allows us to perform more advanced operations which are very laborious or even impossible in HTML pages such as having complete control over computer devices like webcams – this is what makes iSupervise possible! Watch out for future innovations made possible by Flash.

Upcoming Training Dates

Location	Course	Aug	Sept	Oct	Nov	Dec
United Kingdom	Test Administration		17		30	
	Level A ONLY	5-7		7-9		2-4
	Level B Intermediate ONLY	10-12		12-14		7-9
	Level A & B Intermediate	5-7 & 10-12		7-9 & 10-12		2-4 & 7-9
	Level B Intermediate Plus ONLY	Please contact us for dates.				
New Zealand	Test Administration	3	7	5	2	
	Test Interpretation	7-9	4-6	8-10	6-8	3-5
	Interpretation Follow Up	7	11	9	6	
South Africa (Cape Town)	Level A & B			21-23 & 26-28		
	GeneSys (advanced)		17			
	GeneSys Profiler		18			
Dubai	Level A		29-1		10-12	
	Level B			4-6	15-17	
Singapore	Level A & B		9-11 & 14-16			

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