

WHAT IS ACCURACY AND OBJECTIVITY?

Executives rightfully expect integrity in the financial and sales reports developed by their staff. However, they have historically settled for lower quality when using psychological testing instruments.

The Winslow Research Institute (WRI) is unique in its commitment to presenting only valid, reliable psychometric results to its international client base.

Every legitimate assessment firm offers scientifically valid profiles, however we guarantee the validity of each and every assessment we produce.

It's not that people don't try to bias their answers to our assessment (either deliberately or unconsciously). Unfortunately research indicates that 30% of assessment results, from any testing service, are not valid for a variety of reasons. The Winslow Research Institute is the only firm in the world that both detects and discards invalid results, inviting Participants to retake the assessment at absolutely no additional charge. To accomplish this rigorous level of quality we built two "filtering" systems into our questionnaire: **Accuracy** and **Objectivity**.

Accuracy

To screen for Accuracy, we ask questions that ensure the individual was undistracted, that he understood the questions and that he replied carefully, rather than impetuously. An example would be: "*The automobile was invented in 1960.*" The correct answer is "*Disagree*", of course, but occasionally Participants choose another answer because they impulsively rush through the questions or may have difficulty reading. Choosing a wrong answer on two such questions would invalidate the entire assessment labelling it as "Inaccurate".

Typical reasons for Inaccuracy include:

- Inability to comprehend the questions
- Failure to pay attention (checking the wrong answer)
- Excessive levels of stress
- Inability to read at a 9th grade level
- Deliberate attempt to "fool the test"

In any instance, we discard such results and recycle the password, inviting the person to retake the assessment at no charge.

Objectivity

We also screen for Objectivity, using two kinds of questions. *First*, we describe scenarios using common, typical human frailties that everyone has experienced. If the individual denies or minimizes the presence of these behaviors the results are considered to be "Positively Biased". We do not accuse anyone of deliberate manipulation. Many people mean well, but tend to confuse their good intentions with their actual, sometimes awkward, behavior. *Secondly*, we pose questions that describe extraordinary, superhuman behaviors found only in comic books and fantasy movies. If an individual lays claim to a number of these unnatural qualities, we determine that the profile results are biased.

Incredibly, thirty percent of all profiles, *from any testing service*, are invalid. One profound distinction of the Winslow Assessments is that we recognize and act on that statistic by



Twelve common reasons for Positively Biased results include:

1. **Exceptionally Private Nature** – some people refuse to let us know them very well, saying *“I don’t like for anyone to really know me.”*
2. **Argumentative** – these folks debate with the sentence structure of our questions
3. **Fearful/Distrusting** – some individuals are afraid of what we’ll do with the information. *“Will the results be used against me somehow?”*
4. **Learning Style** – some people don’t read well
5. **Trying to Improve** – candidates may be sincerely working on a particular behavior
6. **Unconsciously Adding Words** – some people add words that are not on the screen in an attempt to steer the question in a more suitable direction.
7. **Desperation** – *“I really (need/need to hold onto) this job.”*
8. **Perfectionist/Moralizer** – those with a “performance orientation” put excessive pressure on themselves to excel and can’t stand to admit they ever make a mistake. They say: *“I never lie. I always maintain a sense of duty.”* Watch for absolutes in the way they express themselves.
9. **Intellectual Arrogance** – one who wants to beat the test: *“That question is poorly phrased”* or *“What they should have asked is...”*
10. **Thinks only in “Teams”** – especially found in executives who think, *“My team and I can do anything.”*
11. **Hyper-confident** – those who believe they hung the moon in its orbit.
12. **Delusional** – If I close my eyes tight and wish upon a falling star, anything can happen.

doing two things: 1) we **detect and announce** those invalid results and 2) the individual is **offered the opportunity to retake** the assessment at no cost to anyone. This is important: *We do not create Reports when a Participant is invalid.* There are no results to examine in our system and no report is generated. This is quite different from other assessment services which produce reports on invalid results and then add a disclaimer paragraph warning the manager against believing the results. Such an approach is confusing and misleading to clients, in our opinion.

90% of invalid Participants will be valid on their second try. (There is a remnant of perhaps 3% that will be invalid twice.) We recommend that managers only allow three attempts maximum; otherwise we run the risk of an individual eventually providing us a valid, but “selectively biased” assessment.

Our devotion to assessment integrity is a hallmark of the Winslow Research Institute, allowing managers to make wise, accurate decisions regarding hiring and staff development.

