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Psytech News



In this issue:

- Psytech Sydney Conference.
- South Africa Conference.
- A Word on Assessment Centres – from Australia.
- Research report: New Zealand.
- News from the UK.
- News from Asia and the Middle East
- Website Developments.

Welcome to the Psytech Newsletter

Welcome to the first edition of the Psytech International newsletter. The purpose of the newsletter is to keep Psytech's clients and the clients of Psytech's International distributors up-to-date with developments in our tests or testing in general, research, websites and anything that is going on throughout our worldwide network.

This first edition reports

on our recent International distributor's conference held in Sydney. We also report on Psytech South Africa's conference held in the Western Cape. You'll find details of recent research carried out by OPRA in New Zealand with Psytech tests, and news from other distributors, including website developments.

If there is anything in

particular you would like to see added to this list of topics or if you would like to contribute to the newsletter in any way, then please contact Graham Tyler by email at:

graham@psytech.co.uk

Psytech's International Distributor Conference held in Sydney, Australia

Psytech's International Distributor Conference was held in Sydney, Australia in March this year. The aim of the conference was to engage the distributors in discussions to increase each other's understanding of various worldwide markets and ways in which customer service and product functionality can be further developed.

Various issues of interest to our clients were addressed. These included training, the

introduction of our profiler software and the huge developments in online assessment.

Further, because the GeneSys Remote Questionnaire Administrator is so important to the international GeneSys users, Psytech International agreed to implement significant enhancements to this program to improve its robustness and data collection capabilities.



Psytech's worldwide distributor meeting in Sydney in March 2003



Erica Walton from Foschini; Nicola Tredoux of Tredoux PR & Communications; Nanette Tredoux of Psytech SA; and Hazel Dunbar from Foschini.



The view from the conference venue

2nd Psytech South Africa Conference a Huge Success

Psytech SA, in association with Psytech CAPE, hosted a conference on 10 April at Zevenwacht Wine Estate near Stellenbosch in the Western Cape. It was Psytech's 2nd one-day event, the first in Pretoria having been a huge success. "Psytech Assessments: Validation and Application" was well attended by existing clients as well as academia. The view, good food and country atmosphere added to the enjoyment of the day.

Nanette Tredoux from Psytech SA led the event with presentations on assessment of customer interface competencies including the new customer interface report, prediction of performance at business school using the OPP and Critical Reasoning Test Battery, and a demonstration of the GeneSys Profiler upgrade.

The guest speakers were Charl Weideman from British American

Tobacco, Marlene Cronje from Power Construction and Linda Hall together with Hazel Dunbar from Foschini. They gave valuable feedback on the practical use of Psytech instruments in their varied fields. Charl Weideman's presentation on assessing potential for development was particularly insightful. Psytech SA appreciates their willingness to share their time and expertise, and we are grateful for the positive endorsements for Psytech products.

Primarily intended as an information-sharing event for existing clients, the conference nevertheless drew considerable interest from potential consumers. Delegates were very appreciative of the opportunity to share information, and we all look forward to the next one-day conference.

A word on Assessment Centres from our Australian Distributor, Cameron Francis

Assessment Centres, when done properly, are an excellent methodology for selection, right? And they are an excellent tool for developing the individual, right? But they are very time consuming and therefore very expensive to run, right? The answer is of course that they can be, but a little bit of training and some creativity can go a long way to reducing those costs and still produce very valid and reliable data.

I have been involved with assessment centres that ran for two or more days and a couple of years ago, that was the norm. An

army of observers had to spend at least another day to integrate their findings and the poor guy who had to write up the reports (anything less than 20 pages is sacrilege) spent another sleepless night to churn out the impressive looking volumes.

The paradigm has changed. Computer software takes care of selecting competencies, behaviour indicators and the selection of relevant exercises. It allocates rooms, observers and other resources and even manages the quality controls. One such program is Psytech's Assessment Centre Manager software.

A properly constructed competency model will allow you to identify those competencies (dimensions) that really make a difference to the individual's KPI's. Two or three hours is ample to assess 3 competencies and will allow you to explore the important competencies in detail and construct meaningful development plans.

Furthermore, computer software has drastically reduced the cost of psychological assessment. You can generate a detailed personality report for as little as AU\$44 to augment the results of the Assessment Centre.

Your own HR- and line personnel can develop, run and maintain Assessment Centres. The basic principles behind observing and assessing behaviour according to a standardised scale is a transferable competence and, once mastered, will free up creative thinking to continuously adapt the methodology towards greater efficiency and enjoyment.

Still not convinced? Think about the cost of the modern assessment centre **relative to** the cost of appointing the wrong person or, even worse, not promoting the right person. Makes you think doesn't it?

Research Report: New Zealand

Psytech's New Zealand distributor, OPRA, has been involved in research to provide local validity evidence for the Values and Motives Inventory (VMI) and the Occupational Personality Profile (OPP).

Whilst it is not specifically recommended that personality measures be used as direct measures on future job performance, these studies are intended to reflect the manner in which personality measures may shed light on some of the personality determinants of job performance.

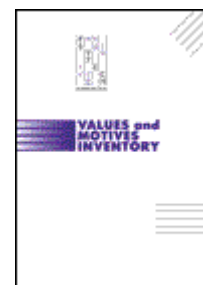
Investigations were carried out on behalf of a large multinational airline company based in New Zealand. The aim of the study was to examine the extent to which the results of a number of tests, including the VMI and OPP were related to measures of job performance. A sample of travel consultants was tested and their performance rated on criteria elicited from an objective job analysis. Correlations with VMI and OPP dimensions and performance criteria are displayed in the following tables.

Criterion	VMI Dimension
Overall Performance	Moral .33* Achievement .39**
Service Quality	Traditional -.27* Achievement .33*
Commitment to Improvement	Achievement .32*
Business Planning	Moral .36**
Planning & Decision-making	Moral .37** Independence .31* Achievement .30* Security -.30*

*p < 0.05

**p < 0.01

Table 1: Correlations between VMI and Management & Professionals Performance Appraisal Data (N=53)



Criterion	OPP Dimension
Business Planning	Assertive .24*
Communication & Teamwork	Pragmatic -.28*

*p < 0.05

Table 2: Correlations between OPP and Management and Professionals Performance Appraisal Data (N=71)



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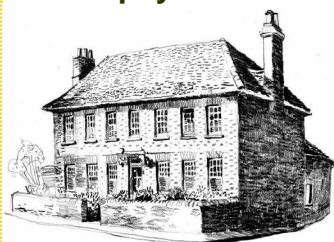
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News from the United Kingdom

Psytech's head office is based in the UK. This year, Psytech UK has been busy updating websites to make them more user-friendly and informative. The main website at www.psytech.co.uk has been totally revamped and now incorporates 'Fast Fact' buttons to provide clients with immediate emailed information. The most

valued development this year has been the addition of both supervised and unsupervised Internet-testing available at www.gs3online.com. In addition to this, we have been developing new and updated versions of our questionnaires. This includes an update to the Critical Reasoning Test and the Occupational Interest Profile.

News from Asia and the Middle East

Psytech's Asian distributors have been busy in 2003. Following a successful training course in Hong Kong last year, Psytech now has representation on the ground in Hong Kong. Our Hong Kong distributors, led by Anne Wong are currently involved in a project to localise a number of our questionnaires.

Indonesia is the most recent Asian country to see the addition of a local representative. Kevin Thompson is based in Jakarta. Again, projects are underway to localise Psytech Instruments.

PsyAsia, representing the remainder of Asia, has concentrated on enhanced customer service this

year by adding live online support to their website. Many of our Asian enquires come via our website, so it seemed sensible to add a button to facilitate immediate discussion with a Customer Service Representative says PsyAsia's Graham Tyler.

Psytech's Middle East distributor, Arabian Assessment and Development Centre, headed by Jenny Ide has recently hosted a further 6-day Occupational Assessment Course run by Psytech director Laurence Paltiel. These courses are available throughout the year in Dubai, Singapore and the United Kingdom.

Special offer for June only

Non-Genesys users may complete the Jung Type Indicator Online and receive a full Genesys feedback report for the small administration fee of five pounds. Alternatively, you may complete the online questionnaire and receive your type (without report) free of charge.

Log-on to: www.jungtype.com

