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Welcome to the Psytech Newsletter

Welcome to the September edition of the Psytech International newsletter. This newsletter is sent to all Psytech clients, whether they be direct clients of Psytech UK or have become clients through association with our international distributors in Australia, Hong Kong SAR, India, Indonesia, New Zealand, Phillipines, South Africa, Singapore and the United Arab Emirates.

In this edition, we update you on the developments with GeneSys Online, then Tim Ridgeway from our Australian master distributor, Speakmans in Adelaide, has written an article on the utility of understanding Generation Y. Next, Psytech introduces Paul Barrett in New Zealand, who has recently been appointed as our Director of Research and Development. Following this, a few words on the totally revamped and

information-packed 15FQ+ website and then finally, some Occupational Assessment Course dates for your diary...we list courses taking place in Hong Kong, Singapore, the United Arab Emirates and the UK.

We trust that you will find our articles interesting. If you would like to contribute to the newsletter in any way, then please contact Graham Tyler by email at:

g.tyler@psytech.com

GeneSys3 Online

Psytech expands its online assessment abilities with the continued development of GeneSys3 Online (www.gs3online.com). Appropriately trained individuals now have various choices when administering a Psytech assessment. The traditional paper-based approach to testing is still available. However, most clients prefer the added control, convenience and time-economy of GeneSys3. Much of the functionality of the GeneSys3 software has now been made available online with all Psytech tests now available for online administration. In line with other major publishers, Psytech have made a limited number of tests available for unsupervised administration. More dedicated tests for unsupervised administration will be added within the next six months. The client simply sends the respondent an email invitation to a remote testing session; the invitation can only be used once, thus abating abuse of the system. Upon test completion, a GeneSys3 remote administration file is emailed to the registered user for fast import into

GeneSys3. For those who do not have GeneSys3, the system provides the facility to stock up credits and order reports. Find out more from your regional distributor and visit www.gs3online.com to view the online tutorial, giving you an overview of how the system works.



The attractive GeneSys Online user interface at www.gs3online.com

Leading, Managing & Understanding Generation Y From Tim Ridgway in Australia

Contemporary managers or executives are likely to encounter the younger generation at some stage in their tenure. The manner in which they lead, manage and understand this group of people may significantly impact on their future leadership success. Thus, it is incumbent on managers in this position to do what they can to understand the nuances, motives and interests of those people who are labelled "Generation Y".

While generalisations can be distinctly unhelpful to those who do not conform to the tattoos liberally ascribed to them by social researchers, there are some general features of the young people born after 1980 that are helpful in assisting executives to lead, manage and understand them better.

As a manager, it is useful to know what you are getting in the employment market and how the values, characteristics and behaviours of the younger segment of the population are qualitatively different from those of us in the Baby Boomer (born post World War II and before 1965), or Generation X (born between 1965 and 1980) age categories. The Generation Y possess characteristics that may have excluded them from even the interview stage of a recruitment process five years ago, however, like it or not, you cannot continue to ignore them because there are too many of them that will not go away.

Generation Y are affectionately referred to as the Generation "dot-com", "Echo Boomers" or the "Millennium Generation". They are the children of the Baby Boomers and as a market segment have significant financial means. They are the first Australian generation to grow up in an openly multicultural society, they are technically skilled with computers and IT products and they have been exposed to the global community through their access to mass media and communication tools such as the Internet. There is a fundamental mis-

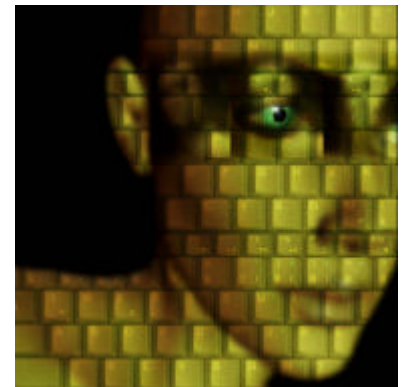
match between the traditional values, behaviours, attitudes and beliefs of the Baby Boomers and those of the Generation Y. However, stubborn resistance to them and an attitude of "If they don't like it, they can leave" is not sustainable in a tight market for well qualified and highly skilled employees.

Generation Y employees seek challenge and excitement in their work, they often use questioning techniques as the primary approach to communication, they generally want access to the latest technology in getting work completed, they expect and value job mobility and view three years as being too long in the one company. Professional service firms in particular find this group of employees a major dilemma when it comes to succession planning. Generation Y employees do not value partnership and equity investment in their own career appealing. Status is not the be-all and end-all, rather, greater value is placed upon personal happiness, health, lifestyle and maintaining friendships. They have a view that their parents, in particular their successful corporate parents, have sold their souls in meeting the pressures of work and have missed out on "life".

The implications at work for Generation Y are to be able to provide them project-oriented work with defined timeframes to tap their energy and enthusiasm, enable them to display their raw skills and maintain their interest in the organisation. Regular two-way discussions are required to understand what they are thinking about and where they want to go next. These conversations must be conducted in a "coaching" style and not a directive/authoritarian manner. Generation Y may appear to be "high maintenance" employees in this coaching and mentoring sense. However, they do not want intensive hand-holding when doing their work; they desire autonomy to demonstrate what they are capable of achieving.

Their greatest contributions to the organisation lie in their ability to use their analytical skills to show how to deliver a better product or service and to be the window for the future. They are likely to be innovative problem solvers and will be effective at delivering service delivery opportunities for the growing market segment they now represent.

Managers are calling on psychometric products to help them to understand the new leaders of the future. They are using these tools to identify key skills and characteristics of the individual to assist with the development of an effective succession plan. The Genesys™ Psychometric Assessment Software offers managers a way to objectively measure the values, characteristics and preferred style of the new generation of employees. This information is invaluable to decision makers to plan the future human capital strategy of the organisation. Managers need to get to know and understand Generation Y better and recognise that they are the future of the firm and the emerging market.



"Generation Y are affectionately referred to as the Generation "dot-com..."

Spotlight: Psytech International appoints Paul Barrett as Director of Research & Development

Psytech International has recently appointed Prof. Paul Barrett as Director of Research and Development. Paul was born and educated in the UK. His PhD and subsequent research was carried out with the late Paul Kline. Initially he worked on the psychometric properties of major personality questionnaires, especially the Eysenck Personality Questionnaire (EPQ) and Cattell's 16PF. Following this, Paul spent the next 14 years working with Hans Eysenck at the Institute of Psychiatry. They were engaged in some fundamental research on the electrophysiological correlates of psychometric intelligence and timed performance. He also worked over this period with Sybil Eysenck on the cross-cultural assessment of personality, evaluating the universality of the Eysenck personality constructs as assessed by the EPQ across 34 countries and 40,000+ respondents.

During this time, Paul was working and publishing as a consultant in the Industrial/Organisational Psychology area for several companies, specialising in selection and measurement issues associated with staff selection and recruitment. He spent 3 years at the University of Canterbury, New Zealand as a lecturer in research methods, moving back to the UK in 1996 (for 5 years) as the chief scientist at two of the UK's high security forensic psychiatric hospitals (Ashworth and The State Hospital). Here Paul's attention turned to actuarial risk assessment of violent recidivism, patient assessment systems, and treatment-intervention-outcome evaluation. During these past few years, Paul has specifically focussed on the fundamental nature of measurement, and its role within quantitative and psychological science. This has led to some substantive observations and conclusions concerning the scientific and pragmatic utility of conventional psychometrics and

psychological measurement, allied to a drive to innovate new kinds of psychological tests and assessment.

Most recently, Paul has been working within the Industrial/Organisational Psychology area as Chief Psychologist at Mariner7.com in New Zealand, designing and implementing some of these new measurement technologies for web-based applicant tracking, recruitment, and career guidance systems. His ongoing academic work involves producing a complete software analysis package in conjunction with Sean Hammond to support their forthcoming Handbook of Psychological Assessment; investigating the potential for detecting rating bias/error within the Psychopathy Checklist-Revised with Patricia Carlin and Gisli Gudjonsson at the Institute of Psychiatry; and extending his earlier work on graphical and computational methods of person and job profiling.

Paul will be working on strategic and developmental issues for Psytech. With his background in experimental and psychometrics research, risk assessment and intervention outcome evaluation, his computing and statistical skills, and experience in corporate-level HR and performance measurement practices, he will be hoping to make a considerable impact on the development and direction of new assessment methods, tools, products, and services. To this end, he is expected to be able to assist distributors occasionally with local problems that might need a research-based or advice on a strategic intervention, as well as better focus and enhance the already considerable evidence-base that surrounds the Psytech product range. Overall, his aim is to "make a difference" - that is, to be aware of distributors' concerns and needs with regard to their particular sales domains, and to use this information to assist both distributors and Psytech in achieving profitable and efficient resolutions of particular problems. Current issues he



is concerned with are: the cross-cultural aspects of the Psytech tests, issues concerning the evaluation of basic literacy in some countries, the increase in product diversity in the Psytech catalogue, and the development of a whole new class of products based around new computer-based test technologies such as IRT, graphical profiling, item-banking, tailored testing, and dynamic assessment of attributes. Add to this the entirely new area of person and job profiling and target-fit/decision-based methodologies, and I think we can see that exciting times lay ahead for Psytech. With the help of Paul, Psytech are aiming to become a world leader in innovative and leading-edge test development and provision.



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The new 15FQ+ website

Psytech has recently revamped the 15FQ+ website. The aim has been to create a website specific to this modern personality assessment that is international in flavour and provides an opportunity to learn about, discuss and download articles on the 15FQ+. Psytech and its international distributors will continue to add research data and case studies to the site and we ask

everybody to participate in the online discussion forum. The 15FQ+ truly is an international personality assessment with research currently underway in Australia, Hong Kong SAR, Indonesia, New Zealand and the United Arab Emirates. Furthermore, various alternative language versions are available or are becoming available in the near future. See www.15fq.com for more information.

Occupational Assessment Training in the UK, Middle East and Asia

Psytech's Occupational Assessment course is delivered throughout the year at various international locations. The course enables successful delegates to apply for the British Psychological Society's (BPS) Level A and B Certificates of Competence in Occupational Testing. These delegates are added to the BPS's Register of Competence in Occupational Testing and receive copies of the Selection and Development Review four times per year. In practice, what all of this means is that once on the register, you have immediate access to a large range of ability (Level A) and personality (Level B) assessments published not only by Psytech, but

also by other international test publishers. At the time of going to press, a Level A & B course is currently underway in Dubai, UAE with the dates for the next course to be arranged shortly. Other published course dates appear below:

Hong Kong: 10-17 December

Singapore: 5-12 November

UK: 1-8 October & 3-10 December

UAE: 20-22 & 25-27 January 2004

Contact training@psytech.com for more information.