

TRAIT

The Complete Personality Assessment Tool

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Trait is comprehensive enough to be useful whilst being simple enough to understand. From a cost/benefit analysis perspective, it is the best psychometric on the market.”

OVERVIEW

Trait is scientifically proven, powerful predictor of workplace performance that brings psychometrics in line with the talent management requirements of today's organisations.

Developed by leading researchers in the fields of personality and psychometrics, Trait is a comprehensive online assessment tool that gives a complete measure of 13 key personality traits.

Used in both selection and development of staff, the assessment may be applied to any sector or role. By drawing on the Big Five personality structure, Trait covers the full personality domain, breaking it down into more detailed traits, whilst incorporating current research, for example, from positive psychology in the optimism scale.

With Trait, you'll benefit from the latest research in personality and assessment, presented in a contemporary, easy-to-use format for optimum usability and implementation by HR managers, line managers, executive coaches, consultants and talent specialists.

SCIENTIFICALLY PROVEN AND VALIDATED

Trait is the result of extensive research and development by leading work psychologists at Aston Business Assessments.

As a result of over 2000 evaluations on people working in the UK, our research demonstrated that Trait is reliably accurate in predicting job performance, sales success and leadership potential in the workplace.

REAL-WORLD RESULTS

In our scientific studies and real-world use of the tool, we have demonstrated the value that Trait can bring to managing performance and productivity. Specifically, when used across industry, Trait has identified:

- Employees who are 3x more likely to be rated as effective performers.
- Recruiters who generate 80% more sales revenue than their peers.
- Real-estate agents who were 15% more productive with buyers and vendors.
- Mortgage advisors who were 20% more productive in terms of products sold.
- Staff that were 3x more likely to be rated as high-potential leaders.
- Branch managers who were 2.5x more likely to exceed sales targets.
- Entrepreneurs with a 96% success rate for attracting funding.

HOW IT WORKS

Designed by science for business, Trait is built on 13 dimensions and 9 job competencies that capture all the key aspects of personality specific to workplace performance.

The tool assesses a wide range of important work related traits, in particular:

- ✓ **Optimism & Positivity** - the attitude towards success and control over outcomes
- ✓ **Emotional Sensitivity** - how people perceive their own and others' emotions
- ✓ **Achievement Drive** - the motivation to complete tasks and succeed

Plus it also gives details of competence potential in the following areas:

- **Communicating, Meeting, and Presenting**
- **Planning and Organising**
- **Problem Solving**
- **Working with Others**
- **Leading Others**
- **Innovating and Creating**
- **Coping with Pressure**
- **Driving for Results**
- **Working with Customers**

As a result, Trait makes it very easy to map your own competencies in the tool to quickly measure competence potential in your organisation.

COMPLEXITY MADE SIMPLE

Trait is a heavyweight assessment tool packed with the latest scientific understanding from the complex world of psychometrics, but our tools and reports are designed to be clear, user-friendly, easy to understand, and practical. We keep the complexity hidden. As with all our products, our reports present the results clearly with diagrams, graphs and scores to enable you to compare and assess your candidates and employees with ease.

The online test itself takes just 10-15 minutes to complete, after which you can instantly download concise, easy-to-read reports. The reports can be accessed any time and are available in two formats dependent on your requirements:

- The Recruitment Report shows performance implications and prompts questions for follow-up at interview.
- The Development Report highlights personal development needs and makes recommendations for improvements by area.

CUSTOMISED TO YOUR ORGANISATION

With varying levels of customisation available, Trait can easily be adapted to your people, organisation or industry.

We can:

- Add your organisation's competency frameworks to the assessment.
- Adapt the report content to a specific role or industry.
- Create additional Trait reports for specific purposes

Ask to see our customisation suite for more detail on available options.

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Use of the Trait Personality Inventory has strengthened our Company's approach to recruitment and selection, which is now a fundamental part of its assessment 'toolkit'. It's easy to administer, psychometrically robust and cost effective.”

IT'S EASY TO START

With Trait, there are no upfront costs or pre-purchase of credits required, and you won't need to buy any software to use the tool. Simply access the tool online via your own login account, and pay for what you use each month.

To start accessing the benefits of Trait, you can either work with an approved assessor or complete an ABA Training course over 1 or 2 days.

Contact us to start today.

