

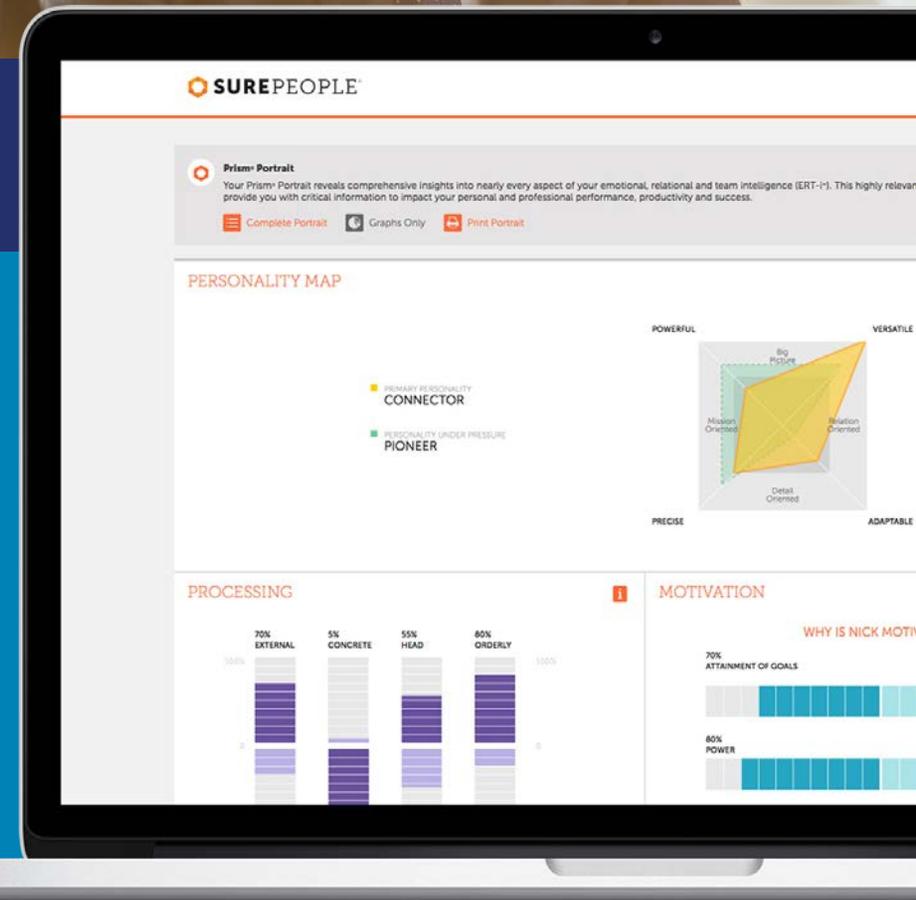
Prism[®]
Backed by science.
Powered by technology.

"If you don't know people, you don't know business."

SIMON SINEK

What is the SurePeople Prism?

A clear and comprehensive psychometric instrument developed over three decades and across 47 nationalities, powered by the SurePeople platform empowering individuals, teams and an organization to understand people across seven integrated instruments: Personality, Personality Under Pressure, Processing, Motivation, Decision Making, Conflict Management and Fundamental Needs.



The SurePeople Prism®

was created in 1987 to provide individuals, teams and organizations with a summary of attributes designed to reflect personal uniqueness and complexity. Between 1987 and 1993, an interdisciplinary team tested over 600 participants across 47 nationalities to evaluate the validity of Prism. The result was a comprehensive assessment that conformed to the Standards for Educational and Psychological Testing, which was developed jointly by the American Educational Research Association (AERA), American Psychological Association (APA) and the National Council on Measurement in Education (NCME). Subsequently, an 11 year longitudinal study was conducted with vocational workers such as educators, clergy, humanitarian and medical workers was conducted to develop the the Decision Making and Fundamental Needs modules which are included in the current iteration of Prism.

The Prism can result in thousands of combinations of traits and attributes, thereby providing a nuanced understanding of the multivariate and multi-faceted nature of each individual. The overarching goal of the assessment is to facilitate awareness of emotional, relational and team intelligence (ERT-i®) by providing key insight into personality, temperament, and motivations.

TEST-RETEST RELIABILITY

After the assessment was completed, a test-retest reliability study was conducted on 191 test subjects. The participants completed the profiles after a six-month period and again after a 12-month period. The Primary & Under Pressure Personality, Processing, Decision Making and Conflict Styles modules all exceeded the acceptable coefficients of .70 as shown in Table 1 (DeVellis, 2012). The Motivation and Fundamental Needs modules were not measured for reliability due to the fact that they tend to shift with a change in environment and context. However, these modules were tested for validity via interviews with 243 subjects. Ninety-three percent of the subjects indicated that the results accurately reflected their own perceptions of their motivation, and primary fundamental needs.

CONSTRUCT VALIDITY

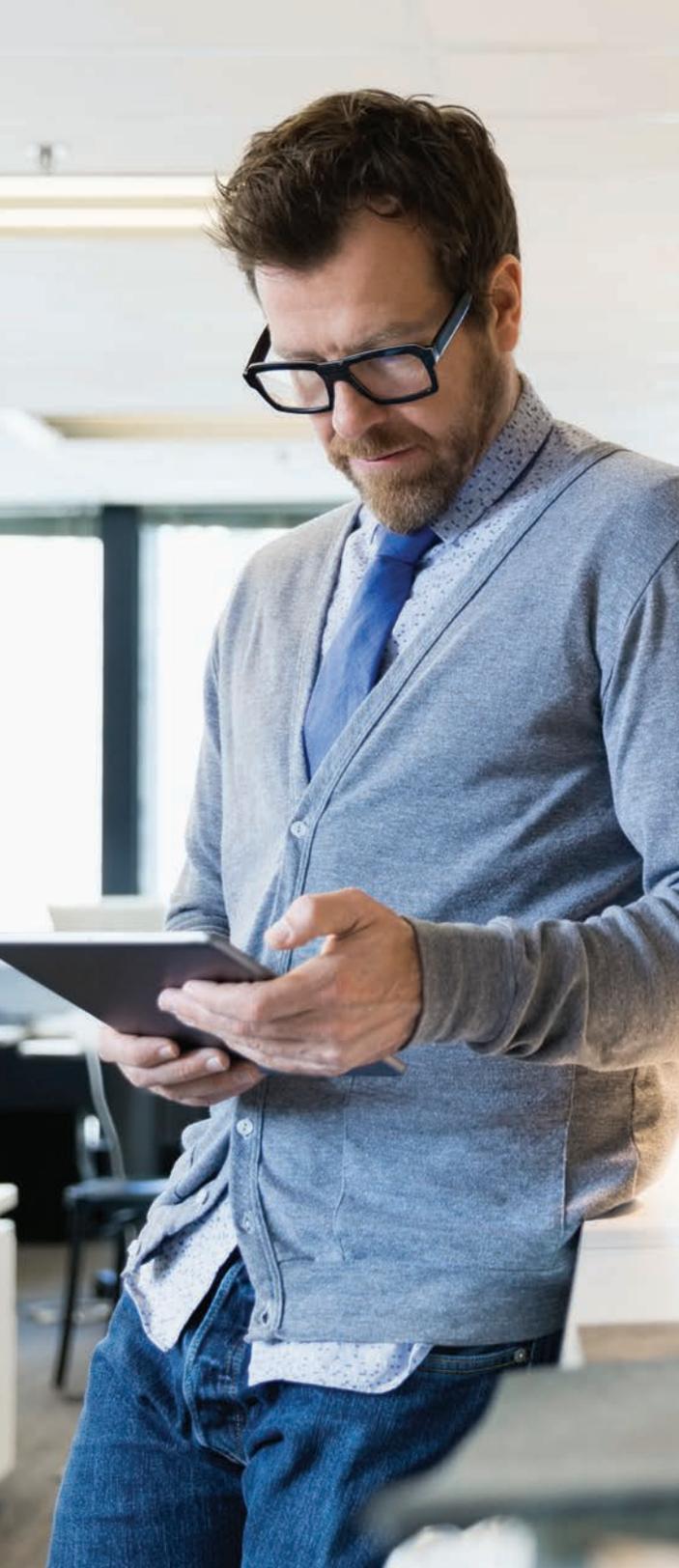
In 2017, SurePeople partnered with Precision Consulting, a neutral third-party, to conduct confirmatory factor analyses on all of the scales in the seven Prism modules. The main purpose of the confirmatory factor analysis was to test whether Prism modules measured what they purported to measure. Three indices of fit were examined: Comparative Fit Index (CFI), Tucker-Lewis Index (TLI) and Root Mean Square Error of Approximation (RMSEA). An assessment that meets the recommended cutoff scores on the indices of fit likely measures what it claims to measure.

KEY FINDINGS

Most of the Prism modules (Processing, Motivation, Conflict Management, Decision Making, and Fundamental Needs) met or exceeded the cut-off values of the three indices, indicating a good model fit. The four dimensions of personality had an acceptable fit based on RMSEA

The Motivation and Fundamental Needs modules were not measured for reliability due to the fact that they tend to shift with a change in environment and context.





“The SurePeople platform has become a powerful global tool at Sirtex Medical as we recruit, develop and retain our employees through the discovery of their Prism Portrait.”

CATHLEEN LOWNDES | SIRTEX MEDICAL, CHIEF HUMAN RESOURCES OFFICER

What Benefits Will You & Your Organization Gain?

With the Prism® Solution you gain:

- Real-time visibility into who your people are, what they need, and how to help them succeed.
- A clear understanding of your team by obtaining critical insight into individual personalities, enabling your team to bring out the best in themselves and each other.
- The ability to help your employees focus on what is most important for their personal and professional development.
- An improvement in your culture by reducing conflict, increasing collaboration, trust and productivity.

OUR MISSION

To make people sure of themselves, and businesses sure of their people.

WHO WE ARE

SurePeople is a global technology company that empowers businesses to use next generation intelligent communication, powered by Prism—the most comprehensive psychometric algorithm on the market today—to effectively address people-related issues.

www.surepeople.com