



## personality & motivation questionnaires





**Knight Chapman Psychological (KCP)** is a specialist consultancy of Chartered Occupational Psychologists.

Established in 1988, KCP is a leading provider of assessment and consultancy solutions at work. Our goal is to make the theory, principles and practice of applied psychology more accessible to businesses, public sector organisations and individuals across the globe.

Our extensive portfolio of products and services includes:

- ◆ Ability and Aptitude Tests
- ◆ Assessment/Development Centre Exercises
- ◆ Personality and Motivation Questionnaires
- ◆ Leadership and Development Tools
- ◆ BPS RQTU Training
- ◆ Training in Assessment Techniques
- ◆ Individual Assessment
- ◆ Assessment and Development Centres
- ◆ Dyslexia Screening
- ◆ Occupational Cognitive Behavioural Therapy

# questionnaires

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# managerial and professional profiler



MAPP is a unique normative, self-report personality and motivation questionnaire. It provides an assessment of typical preferences on 19 personality dimensions (clustered in People, Task and Feelings domains), and 14 motivational and values dimensions.

MAPP was developed as an integrated questionnaire which explores BOTH personality and motivational dimensions. Extensive research and experience over 20 years as practical, professional occupational psychologists enabled us to maximise the effectiveness of existing personality questionnaires whilst minimising their limitations and redundancy.

Whilst other questionnaires give an insight into underlying personality traits and behavioural preferences, MAPP includes the important **fourth dimension** of values and motivation.

MAPP can be administered online, in paper-and-pencil format or by PC.

MAPP SOFTWARE enables assessors to administer, score and produce a range of interpretive reports on-screen. These include reports for executive use, preparation for interviews, developmental reports for candidates and predictions about Team Types and possible Leadership Styles, as well as summaries of potential strengths and limitations against Management Competencies.

**Also available is MAPP-8, a shorter format of the MAPP questionnaire, based on identical scales as MAPP, but requiring less administration time (typically 25-30 mins).**

#### QUOTATION FROM THE BRITISH PSYCHOLOGICAL SOCIETY'S REVIEW OF LEVEL B INSTRUMENTS

“Overall, the MAPP is a well constructed, easy-to-use questionnaire which gives information on a range of occupationally relevant scales relating not only to personality but also to work-related values. It is, therefore, a potentially powerful instrument for the full range of uses in employee selection, development and guidance at the managerial and professional level and offers considerably more than many other popular instruments which deal exclusively with personality.”





## THE MAPP SCALES

### PEOPLE

Affectionate  
 Sociable  
 Confident  
 Convincing  
 Perceptive  
 Candid  
 Assertive  
 Uncompromising

### RESPONSE STYLE

Central Tendency  
 Self-Critical

### TASK

Free-  
 Thinking  
 Strategic  
 Intuitive  
 Distractable  
 Systematic  
 Cautious

### FEELINGS

Self-Assured  
 Anxious  
 Sensitive  
 Expressive

### VALUES

Material Wealth  
 Competition  
 Results  
 Recognition  
 Personal Authority  
 Responsibility  
 Intellect  
 Novelty  
 Self-Expression  
 Altruism  
 Intimacy  
 Levity  
 Security  
 Work

### The MAPP Platinum Report provides:

- A full narrative report on each of the four domains
  - Summary of strengths and limitations
  - Leadership style
- Primary **AND** secondary team role descriptions
  - Prediction of **Jungian Type**
- A schedule of “**unusualness**” in the candidate profile

### The MAPP Executive Profile provides:

- People, Task, Feelings and Values scores
- Leadership Style scores
- Team Type scores
- Predictions of Management Competence
- Predictions of Organisational fit
- Prediction of Jungian Type



MAPP has been designed specifically for use with managerial and professional populations. It is appropriate when assessing high potential graduates, managers, senior executives and professionals at all levels.

**Administration and scoring only training requirements**

RQTU - Assistant Test User

**Interpretation and Feedback training requirements**

RQTU - Test User (Personality)

Users of other substantive questionnaires, e.g. I6PF, OPQ<sup>(R)</sup> or CPI may access MAPP on completion of a **FREE upgrade programme**.

## benefits

Many MAPP users have “converted” from the OPQ<sup>(R)</sup> and I6PF. Among the benefits that they find are:

- Very high scale reliabilities - median reliability 0.82
- Elimination of scale redundancy
- Insights into potential satisfiers and dissatisfiers in relation to both job context and content
- Heterogeneity of items
- Speedier administration times - only one questionnaire to complete
- Tailoring of computer generated reports
- Fewer problems associated with questionnaire “overuse”
- Competitively priced – no expensive licensing or leasing fees
- Full range of administration options\_
- Broad range of uses - selection, development, coaching and counselling

**Administration:**

- **online**
- **pc-based**
- **paper & pencil**

	<b>£</b>
<b>Online:</b>	
Admin/platinumreport	75.00*
Admin/profile chart	33.00*
<b>PC-based:</b>	
Software shell	FoC
MAPP Units (each)	10.00*
<b>PC unit allocation &amp; costs:</b>	
25 pc admins + profile/report	1500.00*
25 profile/report (P&P admin)	1000.00*
25 report only (P&P admin)	750.00*
25 profile only (P&P admin)	250.00*
<b>Paper &amp; pencil:</b>	
MAPP Manual	70.00
MAPP booklets (5s)	112.50
Part 1 answer sheets (25s)	70.00*
Part 2 answer sheets (25s)	70.00*
Profile charts (25s)	125.00*
Set of scoring keys	70.00*

\* Subject to VAT @ 20%





## personality and motivation profiler



The PMP is a self-report personality and motivation questionnaire specifically designed for non-managerial positions. It provides an assessment of typical preferences on **22** personality and motivational dimensions relevant to effective performance in graduates, sales, customer service and call centre personnel, telesales, administrative and IT support staff roles.

The PMP is an integrated questionnaire that explores BOTH personality and motivational dimensions. Whilst other questionnaires may give an insight into underlying personality traits and behavioural preferences, the PMP continues KCP's approach of including the critical fourth dimension of values and motivation.

The PMP is available in paper & pencil format, as well as online, PC and PDA format. The latter three formats provide the additional benefit of summaries of potential strengths and limitations; predictions about performance against pre-defined competencies and suggested questions for probing candidates at interview.

The PMP can be tailored to specific client needs so that the online version can include a report on the match between the candidate and job requirements.

The questionnaire can typically be administered in as little as 30 minutes.





### THE PMP SCALES

**Interpersonal**

Sociable  
Confident  
Convincing  
Empathetic  
Team-focused  
Flexible

**Response Style**

Self-Critical

**Task**

Proactive  
Innovative  
Systematic  
Detailed  
Reliable

**Personal**

Resilient  
Positive  
Energetic

**Work**

Results  
Change  
Self-directing  
Work  
Material Wealth  
Competition  
Recognition

**The PMP Interview Report provides:**

A full narrative report on each of the four domains  
Summary of strengths and limitations  
Expert questions for the assessor

**The PMP Profile Chart provides:**

Interpersonal, Task, Personal and Work scores



PMP has been designed specifically for use with non-managerial populations including graduates, sales people, customer service and call centre personnel, telesales, administrative and IT support staff roles.

**Administration and scoring only training requirements**

RQTU - Assistant Test User

**Interpretation and Feedback training requirements**

RQTU - Test User (Personality)

Users of other substantive questionnaires, e.g. I6PF, OPQ<sup>(R)</sup> or CPI may access PMP on completion of a **FREE online upgrade programme**.

## benefits

- Strong reliability and validity data
- Insights into both personality and motivation
- Heterogeneity of items
- Speedy administration times
- Tailoring of computer generated reports
- Competitively priced – no expensive licensing or leasing fees
- Full range of administration options
- Suitable for selection, development, coaching and counselling

**Administration:**

- **online**
- **pc-based**
- **paper & pencil**

£

**Online:**

Admin/interview report	50.00 *
Admin/profile chart	20.00 *

**PC-based:**

Software shell	FoC
PMP units (each)	10.00 *

**PC unit allocation & costs:**

25 pc admins + profile/report	1375.00 *
25 profile/report (P&P admin)	1100.00 *
25 report only (P&P admin)	825.00 *
25 profile only (P&P admin)	275.00 *

**Paper & pencil:**

PMP manual	45.00
PMP booklets (5s)	110.00
Answer sheets (25s)	65.00 *
Profile charts (25s)	135.00 *
Set of scoring keys	70.00 *

\* Subject to VAT @ 20%

## retail staff profiler





Part of the KCP Questionnaire Series, the RSP is a self-report questionnaire specifically designed for use in retail and other customer facing environments. It provides insights into a range of characteristics that are critical to successful retail sales performance.

Derived from many job analysis studies that KCP has conducted over the past 20 years, the RSP scales were selected for their ability to predict high performers in fashion sales, general retailing and supermarket environments.

Our research has enabled us to develop profiles that cover a very broad range of retail positions from sales assistants, counter assistants, checkout operators, fresh food sales people and shelf fillers.





## THE RSP SCALES

Confident

Empathetic

Systematic

Conscientious

Detailed

Resilient

Energetic

**The RSP Profile and Report provides:**

A full narrative report on each of the scales

Graphical representation of the scores



The RSP is suitable for use with sales assistants, counter assistants, checkout operators, fresh food sales people and shelf fillers.

**Administration and scoring only training requirements**

RQTU - Assistant Test User

**Interpretation and Feedback training requirements**

RQTU - Test User (Personality)

Users of other substantive questionnaires, e.g. I6PF, OPQ<sup>(R)</sup> or CPI may access RSP immediately.

## benefits

- High reliability
- Proven to predict above average performance
- Can be administered via paper & pencil or online
- Quick to administer (approx 10-12minutes)
- Competitively priced - no expensive leasing fees



**Administration:**

- *online*
- *paper & pencil*

<b>Online:</b>	<b>£</b>
Admin/profile chart	6.00 *
Admin/report	6.00 *
<b>Paper &amp; pencil:</b>	
RSP admin & scoring	30.00 *
RSP booklets (5s)	105.00
Answer sheets (25s)	70.00 *
Profile charts (25s)	105.00 *
Scoring keys	20.00 *

\* Subject to VAT @ 20%





## work preferences profiler





Part of the KCP Questionnaire Series, the WPP is a self-report questionnaire that is designed for use with a range of operative, semi-skilled and skilled occupations.

Our research over the past 20 years has enabled us to conduct a range of job analysis studies focused on identifying the characteristics of successful performers. Perhaps unsurprisingly, we found consistent patterns: a focus on teamwork, structuring of tasks and energy are at the core of success in many settings.

As with all our questionnaires, KCP is able to provide users with tailor-made online reporting and profiling solutions.





## THE WPP SCALES

**Sociable**

**Team-focused**

**Systematic**

**Reliable**

**Detailed**

**Resilient**

**Energetic**

### **The WPP Profile and Report provides:**

A full narrative report on each of the scales

Graphical representation of the scores



The WPP has been designed for use with operator, semi-skilled and skilled occupational groups.

**Administration and scoring only training requirements**

RQTU - Assistant Test User

**Interpretation and Feedback training requirements**

RQTU - Test User (Personality)

Users of other substantive questionnaires, e.g. I6PF, OPQ<sup>(R)</sup> or CPI may access WPP immediately.

## benefits

- High reliability
- Proven to predict above average performance
- Can be administered via paper & pencil or online
- Quick to administer (approx 10-12minutes)
- Competitively priced - no expensive leasing fees





**Administration:**

- *online*
- *paper & pencil*

<b>Online:</b>	<b>£</b>
Admin/profile chart	6.00 *
Admin/report	6.00 *
<b>Paper &amp; pencil:</b>	
WPP admin & scoring	30.00 *
WPP booklets (5s)	105.00
Answer sheets (25s)	70.00 *
Profile charts (25s)	105.00 *
Scoring keys	20.00 *

\* Subject to VAT @ 20%





## leisure services profiler



The LSP is a self-report questionnaire specifically designed for use in the leisure industry: hotels, catering, pubs and clubs. It allows the assessment of behavioural characteristics that are associated with high performance.

KCP has conducted extensive research into the relationship between personality and effectiveness in a broad range of leisure environments spanning major brands in food catering, pub chains and independent breweries.

Significantly, we have established that each of these environments requires similar characteristics, albeit distributed differently depending upon job role.

Our research has enabled us to develop profiles that cover a very broad range of leisure services occupations from assistant managers through bar staff, waiting staff and kitchen staff.

In one major study with a national food-based pub operator, the LSP was used to select employees for new house openings. Profitability over a 9 month period was compared with houses that had used conventional job interviews. The LSP was found to have significantly outperformed the typical interview process.



## THE LSP SCALES

**Confident**

**Empathetic**

**Assertive**

**Proactive**

**Conventional**

**Resilient**

**Self-critical**

### **The LSP Profile and Report provides:**

A full narrative report on each of the scales

Graphical representation of the scores

Tailored output for varying job roles



The LSP is suitable for use with a range of occupations in the leisure industry from assistant managers through to bar staff, waiting staff, receptionists and kitchen staff.

**Administration and scoring only training requirements**

RQTU - Assistant Test User

**Interpretation and Feedback training requirements**

RQTU - Test User (Personality)

Users of other substantive questionnaires, e.g. I6PF, OPQ<sup>(R)</sup> or CPI may access LSP immediately.

## benefits

- High reliability
- Proven to predict above average performance in hotel/catering environments
- Can be administered via paper & pencil or online
- Quick to administer (approx 10-12minutes)
- Competitively priced - no expensive leasing fees



**Administration:**

- **online**
- **paper & pencil**

	<b>£</b>
<b>Online:</b>	
Admin/profile chart	6.00 *
Admin/report	6.00 *
<b>Paper &amp; pencil:</b>	
LSP admin & scoring	30.00 *
LSP booklets (5s)	105.00
Answer sheets (25s)	70.00 *
Profile charts (25s)	105.00 *
Scoring keys	20.00 *

\* Subject to VAT @ 20%





**personality preferences profiler**





## personality preferences profiler

The PPP is a self-report questionnaire derived from research into Jungian type.

Although questionnaires based on Type theory are inappropriate for use in a selection context, the simplicity of the model makes them useful in counselling and development, perhaps as a starting point before using a more extensive instrument such as MAPP.

The PPP provides a comprehensive report that allows respondents to discover more about their approach to people, their approach to tasks, their particular contribution to team efforts, developmental suggestions and information about career choices.

Our model uses terminology that users frequently find is more accessible than that used by older, well known measures of type.





## THE PPP TYPES

**Gregarious**

**Reserved**

**Concrete**

**Imaginative**

**Logical**

**Empathetic**

**Structured**

**Adaptable**

### **The PPP Report provides:**

A full narrative report on approach to people and tasks  
Team contribution  
Development suggestions  
Career possibilities





The PPP is suitable for use with all occupational groups.

**Administration and scoring only training requirements**

RQTU - Assistant Test User

**Interpretation and Feedback training requirements**

RQTU - Test User (Personality)

Users of other substantive questionnaires, e.g. I6PF, OPQ<sup>(R)</sup> or CPI may access PPP immediately.

## benefits

- Strong test-re-test reliability
- Rapid administration online - approximately 8 minutes
- Accessible language
- Very useful in coaching, counselling and personal development
- Competitively priced - no expensive leasing fees





**Administration:**

■ **online**

**Online:**  
Admin/report

**£**  
40.00\*

\* Subject to VAT @ 20%





Knight Chapman Psychological Ltd  
1 High Street  
Lewes  
East Sussex  
BN7 2AD

+44 (0)1273 487333

[www.kcpltd.com](http://www.kcpltd.com)