



# product briefs



# product briefs

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# product brief





## what it measures

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 in a paper-and-pencil format, online, by PC or a Palm handheld machine.

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.”



# mapp scales

## 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 Premium 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



## suitability and training

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**

Level A Certificate of Competence in Test Administration

### **Interpretation and Feedback training requirements**

Level B - Full or Intermediate Certificate of Competence required.

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 including the internet
- Broad range of uses - selection, development, coaching and counselling



# prices

## Administration:

- online
- pc-based
- paper & pencil

	£
<b>Online:</b>	
Admin/premium report	65.00*
Admin/profile chart	27.50*
Admin/report & profile chart	92.50*

<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 @ 17.5%





# product brief





## what it measures

The RPMQ 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 RPMQ 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 RPMQ continues KCP's approach of including the critical fourth dimension of values and motivation.

The RPMQ 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 RPMQ 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.



# rpmq scales

## THE RPMQ 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 RPMQ Interview Report provides:

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



## suitability and training

RPMQ 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**

Level A Certificate of Competence in Test Administration

### **Interpretation and Feedback training requirements**

Level B - Full or Intermediate Certificate of Competence required.

Users of other substantive questionnaires, e.g. I6PF, OPQ<sup>(R)</sup> or CPI may access RPMQ 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 including the internet
- Suitable for selection, development, coaching and counselling



# prices

## Administration:

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

£

### Online:

Admin/interview report	45.00 *
Admin/profile chart	17.50 *
Admin/report & profile chart	62.50 *

### PC-based:

Software shell	FoC
RPMQ units (each)	10.00 *

### PC unit allocation & costs:

25 pc admins + profile/report	1250.00 *
25 profile/report (P&P admin)	1000.00 *
25 report only (P&P admin)	750.00 *
25 profile only (P&P admin)	250.00 *

### Paper & pencil:

RPMQ manual	40.00
RPMQ booklets (5s)	100.00
Answer sheets (25s)	62.50 *
Profile charts (25s)	125.00 *
Set of scoring keys	60.00 *

\* Subject to VAT @ 17.5%





# product brief





## what it measures

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.



# rsp scales

## 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



## suitability and training

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**

Level A Certificate of Competence in Test Administration

### **Interpretation and Feedback training requirements**

Level B - Full or Intermediate Certificate of Competence required.

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-and-pencil, PC or online
- Quick to administer (approx 10-12minutes)
- Competitively priced - no expensive leasing fees



# prices

## Administration:

- *online*
- *paper & pencil*

	£
<b>Online:</b>	
Admin/profile chart	5.00 *
Admin/report	5.00 *
<b>Paper &amp; pencil:</b>	
RSP admin & scoring	30.00 *
RSP booklets (5s)	95.00
Answer sheets (25s)	60.00 *
Profile charts (25s)	95.00 *
Scoring keys	20.00 *

\* Subject to VAT @ 17.5%





# product brief





## what it measures

Part of the KCP Questionnaire Series, the RWP 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.



# rwp scales

## THE RWP SCALES

Sociable

Team-focused

Systematic

Reliable

Detailed

Resilient

Energetic

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

A full narrative report on each of the scales

Graphical representation of the scores



## suitability and training

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

### **Administration and scoring only training requirements**

Level A Certificate of Competence in Test Administration

### **Interpretation and Feedback training requirements**

Level B - Full or Intermediate Certificate of Competence required.

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

## benefits

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



# prices

## Administration:

- *online*
- *paper & pencil*

	£
<b>Online:</b>	
Admin/profile chart	5.00 *
Admin/report	5.00 *
<b>Paper &amp; pencil:</b>	
RWP admin & scoring	30.00 *
RWP booklets (5s)	95.00
Answer sheets (25s)	60.00 *
Profile charts (25s)	95.00 *
Scoring keys	20.00 *

\* Subject to VAT @ 17.5%





# product brief





## what it measures

The LSI 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 LSI 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 LSI was found to have significantly outperformed the typical interview process.



# lsiq scales

## THE LSI SCALES

**Confident**

**Empathetic**

**Assertive**

**Proactive**

**Conventional**

**Resilient**

**Self-critical**

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

A full narrative report on each of the scales

Graphical representation of the scores

Tailored output for varying job roles



## suitability and training

The LSI 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**

Level A Certificate of Competence in Test Administration

### **Interpretation and Feedback training requirements**

Level B - Full or Intermediate Certificate of Competence required.

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

## benefits

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



# prices

## Administration:

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

	£
<b>Online:</b>	
Admin/profile chart	5.00 *
Admin/report	5.00 *
<b>Paper &amp; pencil:</b>	
LSI admin & scoring	30.00 *
LSI booklets (5s)	95.00
Answer sheets (25s)	60.00 *
Profile charts (25s)	95.00 *
Scoring keys	20.00 *

\* Subject to VAT @ 17.5%



 mapp-ei

# product brief

managerial and professional profiler



## what it measures

Success in any role is a function of ability, personality and motivation. The original MAPP model addresses the latter two characteristics.

However, considerable research over the past three decades has highlighted the case for a subset of personality characteristics that are often referred to as Emotional Intelligence.

It is often noted that some people of high ability (intelligence) fail to perform as effectively as their cognitive skills might predict that they would. This gap between ability and performance can be accounted for by personality and motivational variables, and within the first of these, by traits that impact upon the capability to identify, assess and manage one's own emotions and, by extension, the emotions of others.

MAPP-EI was therefore developed as a complementary questionnaire to MAPP. It is not intended to be a replacement, but to be used alongside the main instrument, particularly in development settings.

Informed by the work of leading researchers such as Goleman, and refined by our experience in personality assessment over 35 years, MAPP-EI provides an assessment of self-awareness, self-control, self-direction, awareness of others and relationships with others.



# mapp-ei scales

## THE MAPP-EI SCALES

### SELF-AWARENESS

Emotional insight  
Self-assuredness  
Self-assessment

### SELF-MANAGEMENT

Self-control  
Positive  
Conscientious

### SELF-DIRECTION

Innovative  
Proactive  
Adaptable

### AWARENESS OF OTHERS

Empathetic  
Team-focussed  
Collaborative

### RELATIONSHIPS WITH OTHERS

Political  
Convincing  
Assertive



## suitability and training

MAPP-EI has been designed for use with most occupational groups, but has particular resonance with managerial and professional populations.

### **Administration and scoring only training requirements**

Level A Certificate of Competence in Test Administration

### **Interpretation and Feedback training requirements**

Level B - Full or Intermediate Certificate of Competence required.

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

## benefits

- High scale reliabilities
- Complements other personality assessments (MAPP, RPMQ)
- Tailoring of computer generated reports
- Competitively priced – no expensive licensing or leasing fees
- Internet administration
- Broad range of uses - especially development, coaching and counselling



## prices

**Administration:**  
■ *online*

£

**Online:**

Admin/interview report	45.00 *
Admin/profile chart	25.00 *
Admin/report & profile chart	70.00 *

*\* Subject to VAT @ 17.5%*





# product brief





## what it measures

Part of the KCP Questionnaire Series, the PAQ is a self-report questionnaire specifically designed for use with individuals or groups. It provides insights into a range of personal characteristics that are critical when dealing with change or new challenges in the working environment. Change facilitators will find that the PAQ is a powerful tool when making individual or group change management interventions.

The PAQ dimensions are derived from Connor's groundbreaking model of personal resilience and adaptability to change. The 7 PAQ variables are measures of personal adaptability/resilience and act as predictors of whether the individual *at this time* is likely to be successful or unsuccessful when working with new challenges and changing circumstances.

- I have a positive outlook on the world. It is full of opportunities.
- I have a positive view of myself and my capabilities.
- I am open-minded and creative. I can cope with ambiguity.
- I recognise that others can help me and support me in times of change.
- I have a clear focus and sense of purpose.
- I have the ability to impose order upon chaos.
- I embrace novelty. The unfamiliar needs exploration not avoidance.



# paq scales

## THE PAQ SCALES

Optimistic

Self-assured

Innovative

Collaborative

Purposeful

Structured

Proactive

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

A full narrative report on each of the scales

Graphical representation of the scores



## suitability and training

The PAQ has been designed for use at all levels. It is particularly useful with any individual or group that is confronted with change or new challenges.

### **Administration and scoring only training requirements**

Level A Certificate of Competence in Test Administration

### **Interpretation and Feedback training requirements**

Level B - Full or Intermediate Certificate of Competence required.

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

## benefits

- A powerful change management tool
- Competitively priced - no expensive licensing fees
- Can be administered via paper-and-pencil, PC or online
- Quick to administer (approx 10-15 minutes)



# prices

## Administration:

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

	£
<b>Online:</b>	
admin/combined profile+report	25.00 *

<b>Paper &amp; pencil:</b>	
PAQ admin & scoring	30.00 *
PAQ booklets (5s)	95.00
Answer sheets (25s)	60.00 *
Profile charts (25s)	95.00 *
Scoring keys	20.00 *

\* Subject to VAT @ 17,5%





# product brief





## what it measures

The ISQ is a self-report questionnaire specifically designed to explore how a person typically goes about influencing and gaining support from others. It provides a hierarchical pattern of scores that indicate the extent to which the individual uses the eight main differing approaches to influencing others.

The ISQ comes in two formats - one for selection situations, and one for personal development.

In the selection context, the instrument acts as an adjunct to other selection techniques that help to build up a picture of the candidate's typical workplace behaviours.

For development purposes, it helps the person to consider whether they utilise either a full or limited range of influencing styles; the extent to which they are able to select an appropriate style to suit different circumstances; and, whether they wish to extend their repertoire of behaviours.



# isq scales

## THE ISQ SCALES

Rewarding/punishing  
Assertive persuading  
Setting example  
Political awareness  
Consulting  
Empowering  
Sharing vision  
Being dramatic

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

- A full description of each of the styles
- Graphical representation of the scores



## suitability and training

ISQ has been designed for use with both managerial and non-managerial population and is appropriate when assessing anyone who has to influence others in their role.

### **Administration and scoring only training requirements**

Level A Certificate of Competence in Test Administration

### **Interpretation and Feedback training requirements**

Level B - Full or Intermediate Certificate of Competence required.

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

## benefits

- A powerful development tool
- Competitively priced - no expensive licensing fees
- Administered online (or can be administered via paper & pencil or pc)
- Quick to administer (approx 10-15 minutes)



# prices

## Administration:

- *online*
- *paper & pencil*

	£
<b>Online:</b>	
Admin/ profile chart	15.00 *
<b>Paper &amp; pencil:</b>	
ISQ admin & scoring	30.00 *
ISQ booklets (5s)	95.00
Answer sheets (25s)	60.00 *
Profile charts (25s)	95.00 *
Scoring keys	20.00 *

\* Subject to VAT @ 17.5%





# product brief



## what it measures

Part of the KCP Questionnaire Series, “**TOGETHER**” is a self-report questionnaire specifically designed for use with teams. Unlike many traditional questionnaires that focus on individual styles of working within teams, “**TOGETHER**” is a survey of the current group perceptions of the team.

The 3 “**TOGETHER**” domains provide the opportunity for facilitators to explore **current** individual **AND** team views of the effectiveness of team leadership; the cohesiveness and attractiveness of the team; and, the energy that the team generates in pursuit of corporate goals.

Learning and Development specialists and Change Facilitators will find that “**TOGETHER**” is a powerful tool when making team or group change management interventions.

The output provides a rapid, graphical way of identifying team strengths and challenges.



# tsq scales

## THE TSQ SCALES

### TEAM LEADERSHIP

Role clarity  
Communication  
Decision making  
Resources

### TEAM COHESIVENESS

Collaboration  
Conflict Resolution  
Trust  
Values

### TEAM ENERGIES

Energy  
Positivity  
Focus  
Locus of control

### The TSQ Profile and Report provides:

A full narrative report on each of the scales

Graphical representation of the scores

Developmental suggestions for the team



## suitability and training

“**TOGETHER**” can be used with teams at all levels within the organisation.

### **Administration and scoring only training requirements**

Online administration via KCP. No training requirements.

### **Interpretation and Feedback training requirements**

Expert interpretation and report production by KCP.

You may therefore access TSQ immediately.

## benefits

- A powerful development and change management tool
- Detailed graphical and narrative reports for ease of interpretation
- Competitively priced - no expensive licensing fees
- Can be administered via paper-and-pencil, PC or online
- Quick to administer (approx 15 minutes)



# prices

## Administration:

■ **online**

<b>Online:</b>	<b>£</b>
Administration per head	20.00*
Group report per head	50.00*

\* Subject to VAT @ 17.5%





# product brief





## what it measures

Part of the KCP Questionnaire Series, CIQ is a self-report questionnaire specifically designed to assess career interests at all levels..

Based on Holland's seminal model of occupational interests, the CIQ is a rapid and effective way of exploring the strength and direction of an individual in relation to career choice.

It may be used at the start of someone's working life, or at subsequent stages - perhaps where new directions are sought or forced upon people.



# ciq scales

## THE CIQ SCALES

Artistic

Conventional

Enterprising

Investigative

Realistic

Social

**The CIQ Profile provides:**

Graphical representation of the scores



## suitability and training

CIQ can be used at all levels from school leaver upwards.

### **Administration and scoring only training requirements**

Level A Certificate of Competence in Test Administration

### **Interpretation and Feedback training requirements**

Level B - Full or Intermediate Certificate of Competence required.

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

## benefits

- A powerful development and career choice tool
- Detailed graphical report for ease of interpretation
- Competitively priced - no expensive licensing fees
- Quick to administer (approx 8 minutes)



# prices

## Administration:

■ *online*

Online:	£
Admin/profile chart	15.00*

*\* Subject to VAT @ 17.5%*





# supra

## product brief






# supra

## what it measures

**Supra** is a unique series of **very high level problem solving tests** specifically designed for the assessment of very high potential graduates, managers and professionals.

The **Supra Ability Test Series** breaks new ground because it is based around an integrated work-related scenario. Unlike other commonly used batteries, the Supra Series reflects real life problem solving, by presenting items within known parameters and then requiring candidates to integrate and manipulate information just as they would at work. The test series comprises:

●  ● **Verbal Critical Reasoning** measures the ability to identify logic or the lack of it in complex verbal information.



**Numerical Critical Reasoning** measures the ability to manipulate and integrate complex numerical, financial and graphical data.



**Creative problem Solving** measures fluency, laterality, originality - the ability to generate ideas; look at problems from new angles; and, think with originality.



**Written Communication** measures the ability to structure a report; to write grammatically; and, to communicate in a lively and persuasive way.



**Reference material** Supra ability tests are based around around a common work-related scenario.

Internal consistencies of the ability tests, as given by Cronbach's Alpha are:

Verbal reasoning	0.85
Numerical reasoning	0.86
Fluency	0.77
Lateral Flexibility	0.72
Originality	0.65





# supra

## suitability and training

**Supra** is suitable for very high potential graduates through to senior management positions.

### **Administration and scoring only training requirements**

Level A Certificate of Competence in Test Administration

### **Interpretation and Feedback training requirements**

Level A Certificate of Competence required.

Users of other ability tests can access the Supra Series immediately.

## benefits

- Very high reliabilities
- Strong validity data
- Can be administered together or separately
- Competitively priced – no expensive licensing or leasing fees
- Realistic, integrated scenario - greater candidate acceptance





# supra

## prices

### Administration

■ *paper & pencil only*

	£
Reference material (25s)	250.00 *
Verbal booklets (10s)	225.00
Verbal answer sheets (50s)	90.00 *
Verbal scoring key	16.00 *
Numerical booklets (10s)	225.00
Numerical answer sheets (50s)	90.00 *
Numerical scoring key	16.00 *
Creative thinking booklets(10s)	120.00 *
Written communication booklets(10s)	80.00 *
Individual admin/scoring bookets	25.00

\* *Subject to VAT at 17.5%.*





# product brief





## what it measures

**Prima** is a battery of two critical reasoning tests designed to measure those aspects of high level verbal and numerical reasoning ability associated with entrants and incumbents in graduate and management roles in a broad range of sectors from financial services, manufacturing, commerce, the public sector through to general management.

### The Prima series comprises:

-  • **SVT (the Short Verbal Test)** ➤ test duration: 8 minutes (15 items)
-  • **SNT (the Short Numerical Test)** ➤ test duration: 15 minutes (16 items)

The **Short Verbal Test** is a measure of verbal critical reasoning – the ability to identify logic or the lack of it, and avoid making assumptions in complex written argument. The test items are designed to reflect day-to-day work that managers and other high level people have to do: make sense of emails, letters, reports, proposals etc.

The **Short Numerical Test** is a measure of numerical critical reasoning ability – the ability to deal with multiple numerical concepts and make sense of them as opposed to arithmetical processes (although these are obviously a factor), and incorporate issues such as graphs, ratios, percentages, percentage changes, foreign exchange rates etc.

The **SNT** was originally developed for one of the world's leading oil companies. Their requirement was for a test that could be used in pre-screening applicants (alongside other data) for graduate and managerial positions where high-level numerical ability was essential for effective performance. A sample of graduates completed the SNT and SHL's NMG. The correlation coefficient between the SNT and SHL's NMG was no less than 0.75 confirming that there was a strong relationship between the two tests.

The **SVT** was subsequently predicated along the same lines as the SNT. However, in this case the criterion measure was KCP's APST (now Supra) Verbal Reasoning Test. This test is generally regarded as measuring verbal critical reasoning ability at the highest level of item difficulty. A composite sample of graduates and managers produced a correlation of 0.74 between the SVT and the APST(V), again demonstrating a strong correlation between the two tests.





## suitability and training

**KCP's Prima Series** can either be used by graduate and management recruiters as part of their pre-screening process, or as a standalone battery, as is the case with a large number of KCP's test users. For most organisations, it is important that potentially able performers are identified at an early stage, and especially before candidates are invited to lengthy and expensive assessment centres.

### **Administration and scoring only training requirements**

Level A Certificate of Competence in Test Administration

### **Interpretation and Feedback training requirements**

Level A Certificate of Competence required.

Users of other ability tests can access the Prima Series immediately.

## benefits

- Very high reliabilities
- Accurate predictors of performance on longer tests
- Can be administered together or separately
- Rapid administration times
- Computer generated reports are sent immediately on completion of online versions
- Competitively priced – no expensive licensing or leasing fees
- Full range of administration options including the internet



## prices

### Administration

- *online*
- *paper & pencil*

#### Online administration

	£
No upfront fees	-
No minimum usage	-
SVT admin/report	27.50 *
SNT admin/report	27.50 *

#### Paper & pencil administration

Administration & scoring (each)	25.00 *
SVT booklets (10s)	175.00
SVT answer sheets (25s)	70.00 *
SVT scoring key	15.00 *
SNT booklets (10s)	175.00
SNT answer sheets (25s)	70.00 *
SNT scoring key	15.00 *

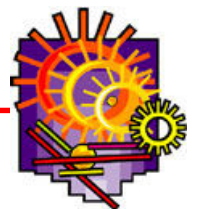
\* Subject to VAT @ 17.5%





# integra

## product brief





# integra

## what it measures

The **Integra Series** is a battery of tests specifically designed for use in the assessment of clerical, administrative, retail and customer service personnel.

The Series comprises:

- **Following Instructions Test (FIT)** measures the ability to follow and understand work-related verbal data.

**Administration time: 13 minutes**



- **Numerical Computation Test (NCT)** measures the ability to solve increasingly difficult basic arithmetical problems without the use of a calculator.

**Administration time: 20 minutes**



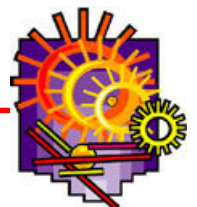
- **Proof-reading Test (PRT)** measures the ability to identify spelling and grammatical errors in work-related text.

**Administration time: 6 minutes**



- **Data Entry Test (DET)** measures the ability to enter data quickly and accurately into computer software.

**Administration time: 5 minutes**





# integra

## suitability and training

**KCP's Integra Series** is suitable for clerical, administrative, customer service and retail staff. Educational attainment of GCSE level or above is necessary.

### **Administration and scoring only training requirements**

Level A Certificate of Competence in Test Administration

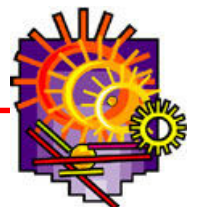
### **Interpretation and Feedback training requirements**

Level A Certificate of Competence required.

Users of other ability tests can access the Integra Series immediately.

## benefits

- High reliabilities
- Accurate predictors of performance
- Can be administered together or separately
- Rapid administration times
- Computer generated reports are sent immediately on completion of online versions
- Competitively priced – no expensive licensing or leasing fees
- Full range of administration options including the internet (excluding PRT)





# integra

## prices

### Administration:

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

£

#### Online:

FIT admin/report	8.00 *
NCT admin/report	8.00 *
DET admin/report	8.00 *

#### PC-based:

Software shells	FoC
DET units (1 per admin/report)	8.00 *

#### Paper & pencil:

##### Ability Tests

Complete Integra Manual	60.00
Individual admin & scoring	30.00 *
FIT booklets (5s)	75.00
FIT answer sheets (25s)	35.00 *
FIT scoring key	15.00 *
NCT booklets (5s)	75.00
NCT answer sheets (25s)	35.00 *
NCT scoring key	15.00 *
PRT answer booklet (10s)	50.00 *

\* Subject to VAT @ 17.5%

