



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^(R) or CPI may access MAPP on completion of a **FREE upgrade programme**.

benefits

Many MAPP users have “converted” from the OPQ^(R) 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**

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

PC-based:	
Software shell	FoC
MAPP Units (each)	10.00*

PC unit allocation & costs:	
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*

Paper & pencil:	
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%

