



**personality  
&  
development**

**brochure and prices**

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## Why use KCP online personality questionnaires

Effective performance in any job depends on:

- **Ability** - the physical or mental power or skill needed to do something
- **Personality** - the special combination of qualities in a person that makes that person different from others, as shown by the way the person behaves, feels, and thinks
- **Motivation** - the enthusiasm for doing something

The absence of a fit between any of these characteristics and job requirements will inevitably lead to under-performance.

However, the *single* greatest component of effectiveness is personality.

Analyses of the differences between above average and below average performers consistently demonstrates that approximately 80% of the variance is accounted for by behavioural characteristics - personality.

A robust selection or promotion assessment should therefore include tests of ability and exploration of personality and motivation.

**CLICK THE GRAPHIC TO LOAD THE TOOL**

**KCP Testfinder**

Job Type	Characteristics	Recommendations
 <p>Click to select job level ▾</p>	 <p><input type="text"/></p> <p><input type="text"/></p>	 <p><input type="text"/></p>

# MAPP managerial and professional profiler

## Who

Senior executives, managers and professionals

## What

The 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.

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

Extensive research and experience over 30 years as occupational psychologists with real-life experience as senior managers enabled us to develop a questionnaire that avoids scale redundancy and focuses on critical behaviours at the most senior levels.

## MAPP scales

### PEOPLE

Affectionate  
Sociable  
Confident  
Convincing  
Perceptive  
Candid  
Assertive  
Uncompromising

### 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

## Why

- highly reliable
- shorter version for pre-screening (MAPP-8)
- insights into potential satisfiers/dissatisfiers with both job content and organisation culture
- explore performance, absenteeism and turnover
- competitive pricing - buy from one unit upwards

## MAPP outputs

MAPP outputs are available for executive use, preparation for interviews, developmental reports for candidates and include predictions about Psychological Type and Big Five Traits, team roles and style of leadership, as well as summaries of potential strengths and limitations against core management competencies.

### ■ **MAPP Executive Profile** ([view](#))

Detailed graphical presentation of interpersonal style, approach to work, resilience and emotional responses, values and motivation. The profile chart also includes predictions of psychological type, the five factor model, leadership style scores, team roles, and management competencies.

### ■ **MAPP Assessor Report**

A full narrative report on each of the four MAPP domains, a summary of strengths and limitations, and interview questions for detailed exploration of these.

### ■ **MAPP Candidate Feedback Report**

A detailed narrative report and developmental suggestions.

## Training requirements for MAPP users

Access to the MAPP Executive Profile is restricted to those who have the BPS RQ TU Test User - Occupational Personality qualification (formerly Level B) or international equivalent.

The MAPP Assessor Report and MAPP Feedback Report do not require prior training.

Qualified users of other substantive personality questionnaires are eligible to access our free MAPP Upgrade programme

### **QUOTATION FROM THE BRITISH PSYCHOLOGICAL SOCIETY'S REVIEW OF PERSONALITY 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.**”

# GPP graduate personality profiler

## Who

Graduates and undergraduates

## What

The Graduate Personality Profiler (GPP) is a version of MAPP with modified items appropriate for those with little or no work experience. It provides an assessment of typical preferences on 19 personality dimensions (clustered in People, Task and Feelings domains), and 14 motivational and values dimensions.

## GPP scales

### PEOPLE

Affectionate  
Sociable  
Confident  
Convincing  
Perceptive  
Candid  
Assertive  
Uncompromising

### 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

## Why GPP

- quick to administer
- suitable for mass pre-screening
- competitively priced – no expensive licensing or leasing fees
- broad range of uses - selection, development, placement and career counselling

## GPP outputs

GPP outputs are available for executive use, preparation for interviews, developmental reports for candidates and include predictions about Psychological Type and Big Five Traits, team roles and style of leadership, as well as summaries of potential strengths and limitations against core management competencies.

- **GPP Profile** ([view](#))

Detailed graphical presentation of interpersonal style, approach to work, resilience and emotional responses, values and motivation. the profile chart also includes predictions of psychological type, the five factor model, leadership style scores, team roles, and management competencies.

- **GPP Assessor Report**

A full narrative report on each of the four GPP domains, a summary of strengths and limitations, and interview questions for detailed exploration of these.

- **GPP Candidate Feedback Report**

A detailed narrative report and developmental suggestions.

## Training requirements for GPP users

Access to the GPP Executive Profile is restricted to those who have the BPS RQTU Test User - Occupational Personality qualification (formerly Level B) or international equivalent.

The GPP Assessor Report and GPP Feedback Report do not require prior training.

Qualified users of other substantive personality questionnaires are eligible to access our free MAPP Upgrade programme.

## **PMP** personality and motivation profiler

### **Who**

Non-managerial staff including sales, customer service and call centre personnel, telesales, administrative and IT support roles

### **What**

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.

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.

## **PMP scales**

### **INTERPERSONAL**

Sociable  
Confident  
Convincing  
Empathetic  
Team-focused  
Flexible

### **TASK**

Proactive  
Innovative  
Systematic  
Detailed  
Reliable

### **PERSONAL**

Resilient  
Positive  
Energetic

### **WORK**

Results  
Change  
Self-directing  
Work  
Material Wealth  
Competition  
Recognition

## **Why PMP**

- rapid, comprehensive administration - typically 25 minutes or less
- provides insights for use with current role and development possibilities
- competitively priced – no expensive licensing or leasing fees
- broad range of uses - selection, development, coaching and counselling

## PMP outputs

PMP outputs are available for executive/line manager use, preparation for interviews and developmental reports for candidates.

- **PMP Profile** ([view](#))  
Detailed graphical presentation of interpersonal style, approach to work, resilience and emotional responses, and motivation.
- **PMP Assessor Report**  
A full narrative report on each of the four PMP domains, a summary of strengths and limitations, and interview questions for detailed exploration of these.
- **PMP Candidate Feedback Report**  
A detailed narrative report and developmental suggestions.

## Training requirements for PMP users

Access to the PMP Executive Profile is restricted to those who have the BPS RQTU Test User - Occupational Personality qualification (formerly Level B) or international equivalent.

The PMP Assessor Report and PMP Feedback Report do not require prior training.

Qualified users of other substantive personality questionnaires are eligible to access our free Upgrade programme.

## WPP work preferences profiler

### Who

A broad range of operative, semi-skilled and skilled occupations.

### What

The WPP is a self-report personality questionnaire designed for non-supervisory manual, operator, semi-skilled and skilled staff. It provides an assessment of **7** personality traits which are relevant to effective performance in many roles.

The WPP dimensions are derived from job analyses in a range of sectors from manufacturing through to logistics.

## WPP scales

Sociable  
Team-focused  
Systematic  
Reliable  
Detailed  
Resilient  
Energetic

## Why WPP

- rapid administration - typically 7-8 minutes or less
- suitable for both selection and placement
- competitively priced – no expensive licensing or leasing fees
- provides information for occupations that have often been overlooked

## WPP outputs

WPP outputs are available for line manager use, preparation for interviews and feedback for candidates.

■ **WPP Profile** ([view](#))

Detailed graphical presentation of interpersonal style, approach to work, resilience and energies.

■ **WPP Interview Report**

A full narrative report on each of the seven core traits, a summary of strengths and limitations, and interview questions for detailed exploration of these.

## Training requirements for WPP users

Access to the WPP Profile Chart is restricted to those who have the BPS RQTU Test User - Occupational Personality qualification (formerly Level B) or international equivalent.

The WPP Assessor Report does not require prior training.

Qualified users of other substantive personality questionnaires are eligible to access our free Upgrade programme.

## RSP retail staff profiler

### Who

For sales assistants, counter assistants, checkout operators, fresh food sales people and shelf fillers

### What

The RSP is a self-report personality questionnaire derived from studies in shop and supermarket environments. The traits measured are useful ways of helping decide on appropriate roles for candidates in retail settings where differing approaches to work and people are required.

## RSP scales

Confident  
Empathetic  
Systematic  
Conscientious  
Detailed  
Resilient  
Energetic

## Why RSP

- rapid administration - typically 7-8 minutes or less
- suitable for both selection and placement
- competitively priced – no expensive licensing or leasing fees
- appropriate for customer facing and backroom roles

## RSP outputs

RSP outputs are available for line managers, preparation for interviews and feedback for candidates.

■ **RSP Profile** ([view](#))

Detailed graphical presentation of interpersonal style, approach to work, resilience and energies.

■ **RSP Interview Report**

A full narrative report on each of the seven personality traits, a summary of strengths and limitations, and interview questions for detailed exploration of these.

## Training requirements for RSP users

Access to the RSP Profile Chart is restricted to those who have the BPS RQTU Test User - Occupational Personality qualification (formerly Level B) or international equivalent.

The RSP Assessor Report does not require prior training.

Qualified users of other substantive personality questionnaires are eligible to access our free Upgrade programme.

## **LSP** leisure services profiler

### **Who**

Front of house employees, bar staff, waiting staff, kitchen assistants and others in the hospitality industry

### **What**

The LSP is a self-report personality questionnaire for use in the hospitality and leisure industry: hotels, restaurants, catering, pubs and clubs. Based on our job analyses across the sector the questionnaire explores the core traits that, in their different ways, lead to above average performance.

In our study with a major national food based pub chain venues that had used the LSP were found to have significantly higher profitability than outlets that used traditional interviews.

## **LSP scales**

Confident  
Empathetic  
Assertive  
Proactive  
Conventional  
Resilient

## **Why LSP**

- rapid administration - typically 5 minutes
- suitable for both selection and placement
- competitively priced – no expensive licensing or leasing fees
- demonstrably improves customer satisfaction and profitability

## LSP outputs

LSP outputs are available for managers, preparation for interviews and feedback for candidates.

- **LSP Profile** ([view](#))  
Detailed graphical presentation of interpersonal style, approach to work, proactivity and resilience.
- **LSP Interview Report**  
A full narrative report on each of the six personality traits, a summary of strengths and limitations, and interview questions for detailed exploration of these.

## Training requirements for LSP users

Access to the LSP Profile Chart is restricted to those who have the BPS RQTU Test User - Occupational Personality qualification (formerly Level B) or international equivalent.

The LSP Assessor Report does not require prior training.

Qualified users of other substantive personality questionnaires are eligible to access our free Upgrade programme.

## **PAQ** personal adaptability questionnaire

### **Who**

Managers, professionals, senior administrative and technical staff

### **What**

The PAQ is a self-report questionnaire designed to assist individuals and teams to better understand change and uncertainty, and to develop personal and group strategies to enhance their resilience and adaptability in a constantly changing world and working environment.

The PAQ emphasises the importance of recognising that resilience is derived from a range of behaviours and thinking patterns rather than one single trait.

## **PAQ scales**

Optimistic  
Self-assured  
Innovative  
Collaborative  
Purposeful  
Structured  
Proactive

## **Why PAQ**

- rapid administration - typically 25 minutes
- increases likelihood of embracing change
- enhances group collaboration
- can be integrated into any change management programme

## PAQ outputs

PAQ outputs are available for change managers and questionnaire respondents

- **PAQ Personal Profile** ([view](#))  
Graphical presentation of approaches to adaptability and resilience.
- **PAQ Personal Report**  
A full narrative report on each of the seven facets of resilience and adaptability.

## Training requirements for PAQ users

Access to the PAQ Profile Chart and Report is unrestricted but facilitators would benefit from prior training in behavioural assessment such as BPS RQTU Test User - Personality programme.

## ISP influencing styles profiler

### Who

Anyone who has to influence others

### What

The ISP is a unique questionnaire designed to help people understand how they typically go about influencing and gaining support from others. It also flags up the benefits of considering other styles that may be more appropriate to the situation and the for the individuals that they are trying to influence.

## ISP dimensions

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

## Why ISP

- quick and easy to administer - no more than 5 minutes
- explores an overlooked pattern of behaviours
- opens up new possibilities for influencing other effectively
- can be used in management development, coaching and performance appraisal

## ISP outputs

PAQ outputs are available for line managers, consultants, HR managers and questionnaire respondents

- **ISP Profile** ([view](#))  
Graphical presentation of influencing styles deployed
- **ISP Interpretation Guidelines**  
Guidance notes for recipients and facilitators

## Training requirements for ISP users

Access to the ISP Profile Chart and Report is unrestricted.

## CPP career preferences profiler

### Who

Those exploring career/educational options or career change from school leaver upwards

### What

The CPP explores personality preferences and occupational interests. Utilising personality type questions and career code preferences the CPP provides suggestions on a broad range of occupational options at various levels of educational attainment.

## CPP scales

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

## Why CPP

- quick administration - around 20 minutes
- explores the relationship between personality and occupational preferences
- in a study of over 8,000 respondents a clear relationship was found between CPP and job choice

## CPP outputs

CPP outputs are available for respondents and careers/vocational counsellors

- **CPP Report and Profile** ([view](#))  
Full report on career possibilities related to personality and occupational interests
- **CPP Interpretation Guidelines**  
Background information for counsellors/facilitators

## Training requirements for CPP users

Access to the CPP output for personal use is unrestricted.

Access to the full CPP Profile and Report is unrestricted but users will be those with prior experience of personality assessment and/or career counselling.

## **PDP** renew - personal development profiler

### **Who**

Anyone facing change or uncertainty at work

### **What**

Renew - the Personal Development Profiler is possibly unique in its application of CBT principles and practice as a means of helping people to explore how they deal with worries caused by change at work. It recognises that we ALL have styles of thinking that can be unhelpful. Changing these patterns of thinking can be helpful.

Unhelpful thinking is common to us all: PDP is emphatically not a clinical, diagnostic tool but is designed to use CBT insights as a basis for working with normal anxieties and challenges.

## **PDP thinking styles**

All-or-nothing  
Blaming  
Catastrophising  
Emotional reasoning  
Should or must  
Mental filtering  
Overgeneralisation  
Labelling

## **Why PDP**

- quick administration - around 15 minutes
- uniquely explores ways of helping people overcome unhelpful thoughts
- is relevant to both work and outside life
- can be used individually or optimally in teams

## PDP outputs

PDP outputs are available for respondents and facilitators

- **PDP Report and Developmental Exercises** ([view](#))  
Graphical display of predominant thinking patterns; exploration of causes and effects; practical activities for overcoming errors in thinking
- **PDP Interpretation Guidelines**  
Background information for facilitators

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## Training requirements for PDP users

Access to the PDP output is unrestricted.

Facilitators will be those with prior experience of assessment, development and/or counselling.

## TEP team effectiveness profiler

### Who

All teams

### What

The TEP is a self-report questionnaire specifically designed for use with teams. Unlike many traditional questionnaires that focus on individual styles of working within teams, the TEP is a survey of the current group perceptions of the team.

The 3 TEP 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.

## TEP domains

### LEADERSHIP

Role Clarity  
Communication  
Decision Making  
Resources

### COHESIVENESS

Collaboration  
Conflict Resolution  
Trust  
Values

### ENERGIES

Energy  
Positivity  
Focus  
Locus of Control

## Why TEP

- quick administration - around 15 minutes
- provides a common language for exploring team performance
- examines individual and group ratings of team effectiveness
- can be used alongside 360 degree feedback
- expert KCP interpretation

## TEP outputs

TEP resources for facilitators

- **TEP Report** ([view](#))  
Individual profiles (for facilitator use only), Group Profile and Expert Report
- **TEP Interpretation Guidelines**  
Background information for facilitators

## Training requirements for TEP users

Access to the TEP output is unrestricted.

Facilitators will be those with prior experience of team facilitation.

## **TPP** team preferences profiler

### **Who**

All teams

### **What**

The TPP has been designed to facilitate the development and performance of teams.

Broadly following Belbin's 1970s model, the TPP is an up-to-date questionnaire that profiles the respondent's typical behaviours when working in a team.

Our model uses more accessible terminology and enables individuals and groups to reflect on their own and others' strengths, and how a team can best make use of the talents available.

## **TPP scales**

### **PEOPLE FOCUS**

Organiser  
Harmoniser  
Networker

### **THINKING FOCUS**

Creator  
Critic

### **DOING FOCUS**

Doer  
Planner  
Driver

### **DATA FOCUS**

Technician

## **Why TPP**

- quick administration - around 7-8 minutes
- accessible language
- can be used alongside TEP

## TPP outputs

TPP resources for facilitators

- **TPP Profile** ([view](#))  
Individual profiles (for facilitator use only), Group Profile and Expert Report
- **TPP Interpretation Guidelines**  
Background information for facilitators

## Training requirements for TPP users

Access to the TPP output is unrestricted.

Facilitators will be those with prior experience of team facilitation.

**2021**

**STANDARD AND VOLUME DISCOUNT RATES**  
**ONLINE PERSONALITY QUESTIONNAIRES**

**mapp** managerial and professional profiler

	<b>STANDARD</b>	<b>10+</b>	<b>25+</b>	<b>50+</b>	<b>100+</b>
Profile Chart	£3850	£36	£34	£32	£28
Assessor Report	£90	£87.50	£85	£80	£75
Feedback Report	£55	£52.50	£50	£45	£40

**gpp** graduate personality profiler

	<b>STANDARD</b>	<b>10+</b>	<b>25+</b>	<b>50+</b>	<b>100+</b>
Profile Chart	£22	£20	£18	£16	£14
Assessor Report	£55	£50	£45	£40	£35
Feedback Report	£30	£25	£22	£18	£15

**pmp** personality and motivation profiler

	<b>STANDARD</b>	<b>10+</b>	<b>25+</b>	<b>50+</b>	<b>100+</b>
Profile Chart	£22	£20	£18	£16	£14
Assessor Report	£55	£50	£45	£40	£35
Feedback Report	£30	£25	£22	£18	£15

All prices are subject to VAT at the current rate

**2021**

**STANDARD AND VOLUME DISCOUNT RATES  
ONLINE PERSONALITY QUESTIONNAIRES**

**wpp** work preferences profiler

	<b>STANDARD</b>	<b>10+</b>	<b>25+</b>	<b>50+</b>	<b>100+</b>
Combined Profile & Report	£1350	£11.50	£10	£8	£6

**rsp** retail staff profiler

	<b>STANDARD</b>	<b>10+</b>	<b>25+</b>	<b>50+</b>	<b>100+</b>
Combined Profile & Report	£1350	£11.50	£10	£8	£6

**isp** leisure services profiler

	<b>STANDARD</b>	<b>10+</b>	<b>25+</b>	<b>50+</b>	<b>100+</b>
Combined Profile & Report	£1350	£11.50	£10	£8	£6

**All prices are subject to VAT at the current rate**

**2021**

**STANDARD AND VOLUME DISCOUNT RATES  
ONLINE PERSONALITY QUESTIONNAIRES**

**paq** personal adaptability questionnaire

	STANDARD	10+	25+	50+	100+
Combined Profile & Report	£30	£25	£22	£18	£15

**isp** influencing styles profiler

	STANDARD	10+	25+	50+	100+
Combined Profile & Report	£30	£25	£22	£18	£15

**cpp** career preferences profiler

	STANDARD	10+	25+	50+	100+
Combined Profile & Report	£22	£20	£18	£16	£14

All prices are subject to VAT at the current rate

**2021**

**STANDARD AND VOLUME DISCOUNT RATES  
ONLINE PERSONALITY QUESTIONNAIRES**

**pdp** renew - personal development profiler

	STANDARD	10+	25+	50+	100+
Combined Profile & Report	£30	£25	£22	£18	£15

**tep** team effectiveness profiler

	STANDARD	10+	25+	50+	100+
Profile Chart & Guidelines	£100	£95	£90	£85	£80

**tpp** team preferences profiler

	STANDARD	10+	25+	50+	100+
Combined Profile & Report	£22	£20	£18	£16	£14

All prices are subject to VAT at the current rate



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