



Motivational Profile (MP)

Innovative. Dynamic.
Valid.



cognadev

Who is Cognadev?

And how can we help you?

Cognadev addresses a need in the talent management market for fair and valid ways to holistically and cross-culturally assess the psychological functioning, competencies and cognitive potential of individuals in the work context and in higher educational environments. With a focus on the skills and undeveloped potential of people, the contextual requirements of work, gap analyses and people development, the aim is to optimise the matching of people and work, and thereby organisational viability and socio-economic or societal impact.

Through innovative, world first, interactive and cloud-based assessment techniques we offer cost effective on-line psychological evaluation, scoring and reporting. Our products aim to assist organisations to improve their talent management initiatives including: recruitment, selection, placement, performance management, team compilation, succession, people development, remuneration and data analytics, all of which are aimed at leadership identification and development, organisational culture management, job- and organisational structuring, intellectual capital management, and virtual talent pool solutions.



“ There is, however, a company called Cognadev, which has done fantastic work in creating instruments to put people management decisions on solid ground, and if you have good people there is no limit to what you can achieve. ”

- Johan Gevers, Founder and CEO Crypto City, Zug Switzerland



Cognitive
Process Profile



Learning
Orientation Index



Value
Orientations



Motivational
Profile



Performance Risk
Profile



Contextualised
Competency Mapping



Integrated
Competency Report



Motivational Profile (MP)

The Motivational Profile is an innovative assessment technique aimed at revealing subconscious factors which determine a person's motivational drive. It is based on Jungian theory and uses archetypes or metaphors to assess a person's everyday drive and energy in their life, work and interpersonal relationships.

The constructs measured include the person's life scripts, motivational patterns, self-awareness, dynamic personality patterns, defense mechanisms, emotional intelligence, personality and risk-related tendencies. The MP is used for purposes of talent management including people development, coaching, and risk control.

“ The VO and MP are invaluable assessment tools for purposes of executive coaching. ”

- Selena Teo Betton , Executive coach, Switzerland



Applications

To assess the motivational drivers and energy themes of adults in the work environment for the following purposes:

- selection and placement
- leadership development and coaching
- self insight
- team compilation
- determining degrees of stress and burnout
- employee engagement
- performance risk

It can be used to determine the impact of situational factors on personal motivation.



Features



- Reveals subconscious factors involved in a person's drive and energy in everyday life
- Capitalises on Jungian Psychology and the use of archetypes
- Automated and web-enabled: on-line assessment
- Innovative approach to psychological measurement
- Based on a variety of useful psychological models
- Takes 30 - 40 minutes to complete
- Non-transparent, non-manipulable exercise
- Metric properties have been researched
- Cross-cultural application
- Comprehensive report
- Ideal for personal coaching or team development

Benefits of the MP



- Assesses motivational drive of individuals in a non-manipulable manner
- Valid and reliable
- Quick and easy
- Fun to do
- Does not rely on self-insight / self-report – reveals subconscious dynamics
- Useful for talent management purposes
- Applicable across cultures
- Can be used to enhance team cohesion
- Useful in optimising employee engagement
- Aimed at identifying and developing leadership potential
- Measures performance risk

“ Having used the Cognadev assessments in three multinational corporates, I've found the CPP, VO and MP invaluable for purposes of executive placement and coaching. **”**

– Willie Smit, Chief Human Resource Officer, Nyrstar



The MP Measures

- Life script
- Shadow index / self-insight
- Head-heart-feet / motivational drivers
- Front and back stage / persona
- Dynamic personality / enneagram
- Potential performance risks
- Employee engagement



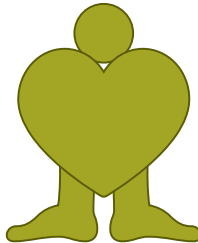
Theoretical Foundation of the MP

- **Carl Jung:** Archetypes and shadow
- **Caroline Myss:** Chakras
- **Clare Graves:** Spiral Dynamics
- **Shalit & Lazarus:** Motivation
- **Enneagram:** Dynamic personality patterns

“ The Company has in the past capitalized on costly interviews and assessment center methodologies for executive selection, placement, personal development and succession purposes. Cognadev has, however, offered the organization an innovative and holistic leadership assessment approach which has been well received by the executives assessed, the Executive Committee and the Board. Based on the value add of the Cognadev approach we were able to extend the scope of the assessment initiatives. ”

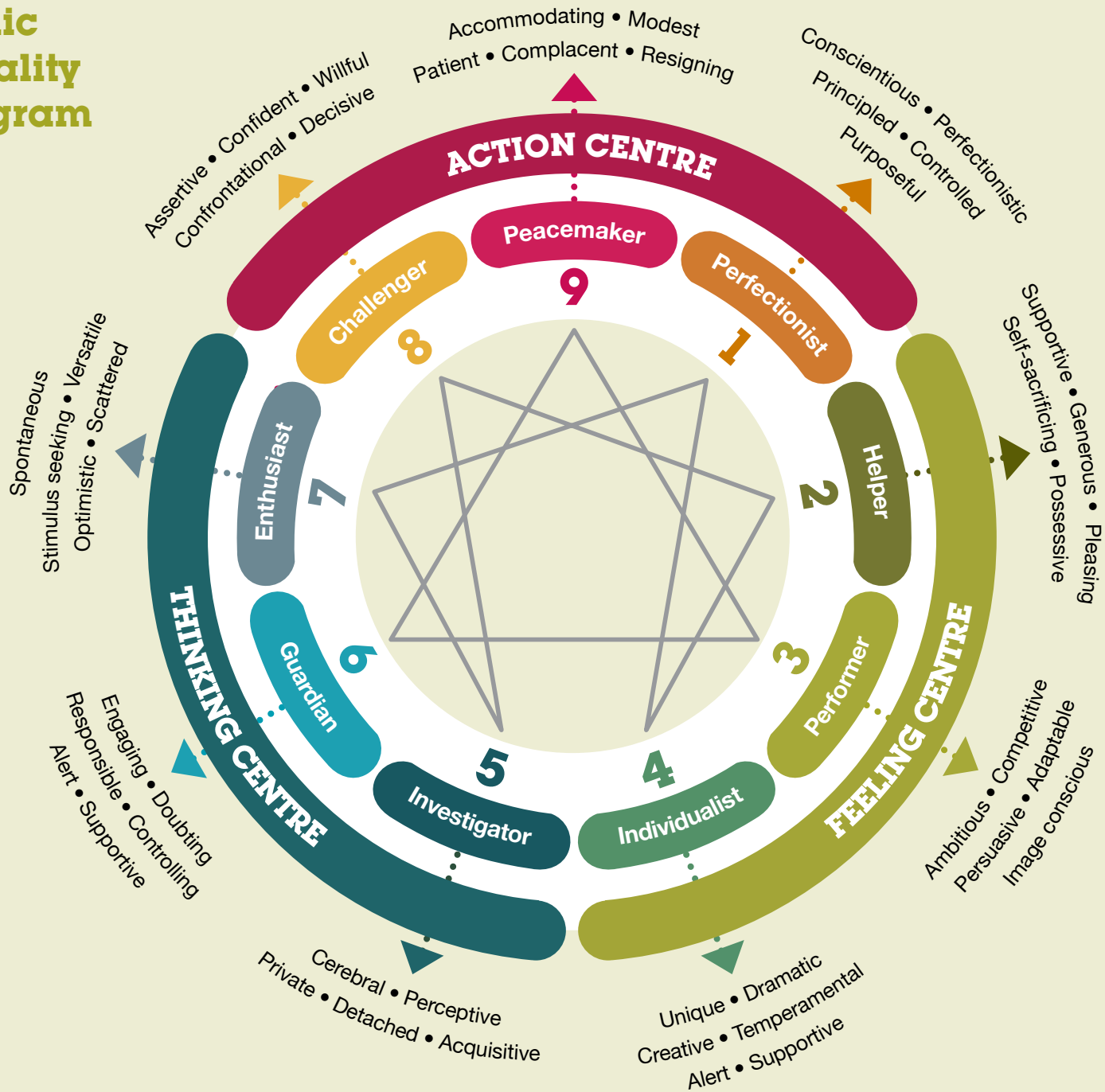
- Holcim Group Services Ltd, Willie Smit, Group Head Human Resources

Motivation in Life, Work and Relationships

	Life	Work	Relationships
			
Attitude (General)	3	2	2
Differentiation (Head)	5	3	2
Involvement (Heart)	3	5	4
Control (Feet)	2	5	3
Summary	• Methodical – maybe linear • Relaxed • Can lead or follow • Can manage or implement • Adaptable	• Flexible: structured and intuitive • Energetic and determined • May be passionate/demanding • Confident and assertive • Could be domineering • Results and action orientated	• Open-minded/intuitive/holistic • Energetic and demanding • Maybe passionate • Yet flexible and adaptive • Can manage and implement

Note: Scores range from 1 to 5

Dynamic Personality Enneagram



Characteristics and Methology of the MP

Selected archetypes are rated according to a variety of criteria. 'Shadow' questions are posed.

It is:

- based on the recognition of universal archetypes (patterns from the collective)
- capitalising on subliminal factors
- applicable across cultures
- adaptive in nature
- based on well researched motivational theory
- measuring a variety of motivational constructs
- relatively quick and easy to complete (30-40 min)
- online and automated with in depth automated report
- use of embedded semantic analytics

It is not:

- a traditional Psychometric test
- based on self-insight
- transparent and easily manipulated

Impact of Motivation

Motivation determines a person's:

- energy levels
- degree of engagement
- work performance
- goal-directedness
- openness and self-awareness
- learning orientation and agility
- interpersonal functioning
- performance risk

Examples of Archetypes

Archetype	Brief description
Mother	Acting as source of nurturing and unconditional love
Warrior	To protect and fight for whatever is seen as 'right'
Guru	Taking the role of teacher to the spiritual level
Martyr	Defines life in terms of suffering and sacrifice
Father	Protects, provides and oversees others, at times also authority
Servant	Bound by service to others whilst relinquishing own power and needs
Beggar	Dependant on kindness of others (e.g. for money, love, approval, etc.)



Research

The MP Training manual reports on the following metric characteristics of the MP:

- Test reliability
- Concurrent validity
- Predictive validity
- Descriptive demographic findings

MP Practicalities



Duration

Approximately 30-40 minutes



Responses

Subliminal selection of metaphors/archetypes



Material

Online assessment



Administration

Online nomination, non-proctored/assessment



Test language

English



Report

Automated full reports available



Accreditation

Required for interpretation and feedback



Performance Risk Profile (PRP)

The Performance Risk Profile (PRP) is based on the psychological characteristics assessed by the Motivational Profile (MP) and indicates factors that could enhance or reduce a person's effectiveness in specific work environments. The emphasis is on the contextualisation of a person's psychological profile and therefore their suitability to the requirements of particular environments as opposed to identifying candidates who show "dark side" characteristics

Performance Risk Dimensions

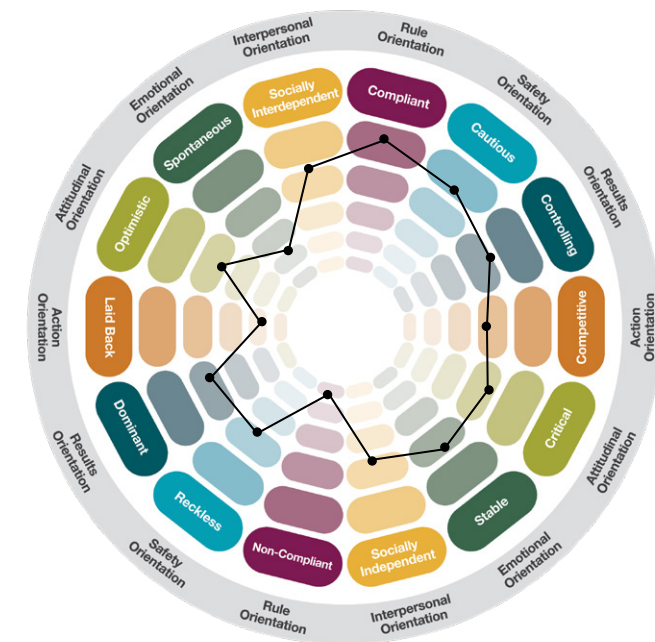
- Rules Orientation: Compliant, Non-compliant
- Safety Orientation: Cautious, Reckless
- Results Orientation: Controlling, Dominant
- Action Orientation: Competitive, Laid-back
- Attitudinal Orientation: Critical, Optimistic
- Emotional Orientation: Stable, Spontaneous
- Interpersonal Orientation: Socially Independent, Socially Interdependent

Broad role suitability (e.g. Conformist, Professional, Entrepreneur...)

Applications



- **Selection and placement**
- Identification of performance risk proneness given the contextual requirements
- **Succession** planning
- Planning of personal and team **development**





Features



- The PRP report is generated using the MP assessment results
- The PRP results are thus based on non-transparent item content and cannot be manipulated
- The report is cloud-based, automated and secure
- It reflects a unique conceptualisation of risk-taking propensity
- The dimensions are not regarded as good and bad, but the various constructs hold risk within specific contexts

Benefits of the PRP



- Besides the MP, no further assessments need to be completed
- A person's profile is contextualised in terms of its suitability for broad role categories
- Ideal for managing people risks
- Valuable for purposes of developing self-insight
- Useful for coaching
- Can be used to understand team dynamics and manage conflict within a team



Research and Quick Stats

MP

2,056 cases comprised the MP response data which formed the basis of the analyses reported below. The respondents were drawn primarily from international general management and executive data bases; tertiary education student volunteers, working adult employee volunteers, job-applicants, attendees on training courses, and employees who completed the assessment as part of a development process within their respective organisation.

MP Reliability

Dimension	Technique	Short term & Long term
Shadow index	Gower agreement Index for Short term & Long-term reassessment results (Statistical significance calculated using an empirical bootstrap with 10 000 cases)	ST: 0.73 (p<0.00005) LT: 0.78 (p<0.000001)
Enneagram	Short and Long-Term chi-square bias-corrected Contingency coefficients for 1st and 2nd assigned Enneagram types	ST: 0.84 (p<0.0001) LT: 0.71 (p=0.003)
EG	Gamma correlations between two assessment occasions, Short and Long-Term	ST & LT: 0.45 – 0.72
Energy themes	Gower agreements of Normative summative percentile scores for Focused & Discomfort (empirical bootstrapping with 10 000 cases)	Focused: ST: 0.75 (p<0.00001) LT: 0.72 (p=0.0164) Discomfort: ST: 0.80 (p<0.0001) LT: 0.76 (p<0.00001)
Motivation	Short and Long-Term Gower reliabilities for average Attitude, Head, Heart, and Feet scores	ST: 0.79 to 0.88 LT: 0.77 to 0.87
Performance Risk	Retest reliabilities (Gower agreement coefficients) for Short and Long-term durations, Performance Risk attributes	ST: 0.84 – 0.88 LT: 0.84 – 0.87

Contact Us

www.cognadev.com
info@cognadev.com