



# We Know People

 **HOGAN**

A large graphic showing the number '9' with a calculator icon to its left. Below the '9' is the word 'MILLION' in large white letters, and 'ASSESSMENTS' in smaller white letters below that. The background is red with a grid pattern.

**9**  
**MILLION**  
ASSESSMENTS

**974**

Job Solutions



**460+**

JOURNAL  
ARTICLES  
&  
BOOK CHAPTERS

MORE THAN

**1.2K**

VALIDATION STUDIES

**49**

LANGUAGES

MORE THAN

**45K**

CERTIFIED

# How do we know people?

Simply put, we know how and why people behave the way they do. We know if people will fit in your organization, if they will fit the job you are hiring them for, and how they will perform in that job. Our assessments predict workplace performance.

Our assessments provide insight into three big questions:

## **What do people want?**

Financial security? The opportunity to innovate? The desire to make a difference? Peoples' core motives and values affect every aspect of their lives, from what they find rewarding to how they make decisions. Understanding employee values is key to creating an engaged and motivated workforce.

## **How will they get what they want?**

Career success depends on personality as well as education, experience, and technical skill. Bright-side (or normal) personality characteristics predict success in careers, relationships, education, and life.

## **What will get in their way?**

When people stop self-monitoring, strengths can become weaknesses. The ambitious salesperson turns into a cutthroat competitor. The meticulous accountant turns into a nitpicking micromanager. If these dark-side personality characteristics go unrecognized, they can derail careers.

Hogan's comprehensive approach to personality assessment provides the depth and detail needed to hire the right employees, identify and develop talented individuals, and build better leaders. That is what we know about people.



Hogan's assessments predict workplace performance and solve everyday talent management challenges. Because the test publishing business is unregulated and has few barriers to entry, the assessment marketplace is full of solutions that make big claims but lack sound psychometric foundations. For more than 40 years, Hogan has built its reputation on these principles.

**Practicality**

Our assessments predict occupational performance. Based on sound theoretical foundations, we evaluate cross-culturally relevant attributes that are important for career success. We believe assessment has a practical job to do: improve overall business performance through people.

**Validity**

From the start, we have developed, published, and refined our assessments as an independent, science-based organization. As a result, we have complete control over our assessments and an intense focus on validity. Validity is about prediction. Our assessments predict outcomes that matter to our clients, and

all of our validity claims are backed by publicly available data, technical reports, and professional publications.

**Experience**

Hogan has assessed millions of working adults and maintains the industry's largest archive of work-related research, with hundreds of real-world validity studies that demonstrate how our assessments predict performance. Our research department, staffed by masters- and doctoral-level I/O psychologists, regularly conducts return-on-investment (ROI) studies demonstrating the impact of personality-based selection on real-world performance outcomes.

# How can we help you know people?

Hogan's products provide an objective lens for understanding people. Our product portfolio addresses every important talent management initiative. From prehire selection to executive development, we have a solution to maximize performance across organizations.



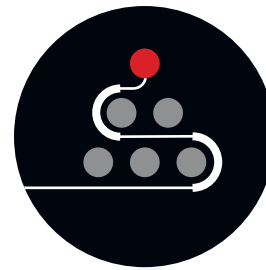
## Selection

Know who you're hiring. Everyone has made bad hires and would prefer not to do it again. With the insight provided by Hogan's selection products, you can narrow applicant pools, improve interviews, and find the right people for your organization.



## Development

Hiring the right people is crucial, but is it enough? Technology and markets move fast. In order to compete, your employees need to improve their performance continually. Hogan development products can help you identify high-potential employees, target coaching and professional development needs, and guide them to their maximum potential.



## Leadership

Organizations depend on leaders to make good decisions, anticipate and manage market trends, and set strategic vision. When competent leadership is in place, companies prosper. Bad leadership creates disengaged workers, corporate corruption, and eventually business failure. Hogan's leadership-focused products give leaders the strategic self-awareness needed to maximize their strengths, work through their weaknesses, and understand how personality shapes the future of their organizations.

# Why do we know people?

Motivated by a desire to bring rationality and social justice to the workplace, Drs. Robert and Joyce Hogan started their business nearly 50 years ago. They successfully challenged decades of academic dogma dismissing the usefulness of personality psychology by showing that personality predicts job performance but, unlike IQ, does not discriminate.

Beginning as a small startup in 1987, Hogan is now the premier provider of personality assessment and leadership development feedback. During the last 30 years, Hogan has assessed millions of working adults while defending its principles of social justice, data-based personnel decision-making, and rigorous technical standards of test development.



*Robert Hogan*

*"People are the most dangerous, consequential forces on Earth. Shouldn't we know something about them?"*

**Dr. Robert Hogan, Founder & President**

**We know science.**

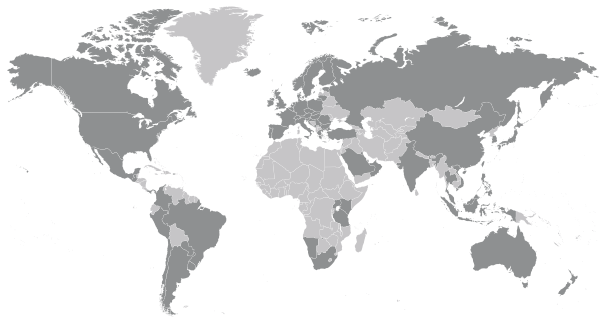
Our assessments are based on more than 40 years of validation research involving millions of participants, stored in the largest research archive in the industry. The assessments are continually updated and refined by Hogan's data science division; the data collected across hundreds of real-world studies validate that our assessments predict workplace performance and don't discriminate against women or minority applicants.

**We know independence.**

Hogan remains a family business. Our independence is critical to our success, allowing us to stay true to our core values of quality, urgency, and client service. We are focused on delivering the highest quality assessments on the planet.

**We know global business.**

With products and services in 56 countries and 47 languages, Hogan's robust distributor network helps improve the global workforce. Wherever you do business around the globe, you'll receive personalized local support.



■ Hogan distributes products and services in 56 countries and 47 languages.

# Get to know people by using our assessments.

Hogan's online, nonproctored assessments are easy to administer and engaging for participants. Available in 47 languages, our assessments are uniquely positioned for use across the globe.

## **Get to know the bright side**

The Hogan Personality Inventory (HPI) concerns the bright side of personality — the normal, everyday characteristics that influence a person's ability to get along with others and achieve career goals. Whether you want to find the right hire or develop stronger leaders, the HPI provides valuable insight into how people work, how they lead, and how successful they will be.

## **Get to know the dark side**

The Hogan Development Survey (HDS) explores the dark side of personality — unconscious tendencies that limit career

potential. By assessing dark-side personality characteristics, you can recognize performance risks before they become a problem.

## **Get to know the inside**

The Motives, Values, Preferences Inventory (MVPI) evaluates the inside of personality — the core motives and values that determine the kinds of jobs and work environments in which people will succeed. Motives and values define our personal goals and objectives — life outcomes that we either desire or avoid. The MVPI will help you understand what motivates your employees to succeed.



# ASSESSMENTS

HPI

HDS

MVPI

Our products consist of our core assessments paired with specific reports tailored to the unique needs of your business; we also provide personal support through our team of consultants. We don't merely administer assessments, we help you identify your company's needs and design long-term solutions.

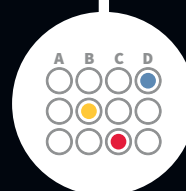
expertise

innovation

technology

research

# PRODUCTS



Assessments



Reports



Support



# Get Hogan certified.

Hogan's global certification and learning programs teach you to interpret powerful assessment data. When you become Hogan certified, your success at interpreting the data will help you solve talent selection and management problems.

## **Hogan Assessment Certification Workshops**

are a requirement for harnessing the full potential of Hogan's assessment suite. The insights provided in this workshop will challenge and change the way you think about human nature, leadership, and performance. Join us to find out why more than two-thirds of Fortune 100 companies are Hogan certified.

### **Course Objectives and Benefits**

- Us and interpret the three core Hogan personality assessments
- Understand Hogan's unique measurement properties and assessment theory
- Analyze a Hogan personality profile
- Link assessment results to job requirements
- Summarize development themes from a profile
- Deliver basic Hogan feedback

## **Hogan Advanced Certification Workshops**

are designed for practitioners who wish to become Hogan certified and then deepen and expand their assessment skills.

### **Option 1: Hogan Assessment Advanced Interpretation Workshop**

You will analyze themes and connect scales across the Hogan profiles. This course is ideal for people who want to develop Hogan scale and subscale interpretation expertise.

### **Option 2: Hogan Assessment Advanced Feedback Workshop**

You will better structure and deliver a successful Hogan feedback session. This course is ideal for people seeking experience providing feedback from psychometric tools.

Whether you want to select high performers, develop high potentials, coach executives, or build stronger teams, the first step is to become Hogan certified. Visit [hogancertification.com](http://hogancertification.com) to learn more.

# Assessment Overview



## About

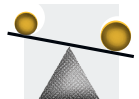
The HPI is a measure of normal, bright-side personality — how we get along with others and achieve our goals when we're at our best. This assessment helps determine how we manage stress, approach work tasks, and solve problems. As the industry standard for measuring day-to-day personality, the HPI gives organizations around the world the tools to find the best job candidates and the next generation of leaders.

**The HDS assesses the dark side of personality using 11 scales that concern how people behave when they stop self-managing.**

## Assessment Facts

- Predicts the ability to get along and get ahead.
- Instantaneous scoring and reporting output.
- Online administration.
- No invasive or intrusive items.
- Available in more than 40 languages.
- More than three million participants assessed.
- Validated in more than 1,000 research studies.
- No adverse impact.

## Scales



### Adjustment

confidence, self-esteem, composure under pressure



### Prudence

self-discipline, work ethic, integrity



### Ambition

initiative, competitiveness, leadership aspirations



### Inquisitive

imagination, curiosity, creative potential



### Sociability

outgoing, approachable, enjoying social interaction



### Learning Approach

valuing education, training, and staying current



### Interpersonal Sensitivity

warmth, tact, perceptiveness, relationship skills

## About

The HDS is the industry-leading measure of the dark side of personality — strengths that can become weaknesses in times of stress or complacency. Left unchecked, these performance risks can damage reputations, disrupt working environments and hinder productivity. The HDS helps individuals and organizations identify and address potential performance risks before they become a problem.

**The HDS assesses the dark side of personality using 11 scales that concern how people behave when they stop self-managing.**

## Assessment Facts

- Identifies problematic behavioral tendencies not detected in an interview.
- Online administration.
- Instantaneous scoring and reporting output.
- No invasive or intrusive items.
- Available in more than 40 languages.
- More than two million participants assessed.
- Validated in more than 400 research studies.
- No adverse impact.

## Scales

**Excitable**

volatile, easily upset, hard to please

**Mischievous**

charming, manipulative, risk taking, excitement seeking

**Skeptical**

suspicious, argumentative, vindictive

**Colorful**

dramatic, attention-seeking, disruptive

**Cautious**

risk-averse, fearful of failure, criticism, or embarrassment

**Imaginative**

creative, eccentric

**Reserved**

aloof, blunt, uncommunicative, lacking empathy

**Diligent**

hardworking, meticulous, critical, controlling

**Leisurely**

overtly cooperative, covertly irritable, stubborn, procrastinating

**Dutiful**

eager to please authority, unconcerned about subordinates, socially appropriate

**Bold**

arrogant, entitled, grandiose

## About

The MVPI describes personality from the inside — the core goals and drivers that determine what we desire and what motivates us. This assessment reveals what encourages people to succeed and helps determine what type of working environment will keep them the most productive. With this knowledge, organizations can ensure their candidates are well suited to their culture and all employees are fully engaged.

**The MVPI assesses the inside of personality using 10 scales that concern core values, which are often unconscious but determine career satisfaction.**

## Assessment Facts

- Evaluates the fit between personal values and corporate culture.
- Online administration.
- Instantaneous scoring and reporting output.
- No invasive or intrusive items.
- Available in more than 40 languages.
- More than one million participants assessed.
- Validated in more than 400 research studies.
- No adverse impact.

## Scales



### Recognition

wanting attention, visibility, status



### Tradition

valuing established principles of conduct and belief



### Power

wanting success and the control of resources



### Security

wanting structure, order, predictability



### Hedonism

seeking fun, pleasure, enjoyment



### Commerce

seeking symbols of material success



### Altruistic

wanting to help the less fortunate, contribute to society



### Aesthetics

concerned with creativity, good design, self-expression



### Affiliation

needing opportunities for networking and interaction



### Science

seeking data-based solutions to important problems

# We Know People



## Let us help you.

Contact us today to learn more about how Hogan can help your organization hire the right people, reduce turnover, and build stronger leaders.

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