Effectiveness Assessments
Construction & Validity Statement

All the Assessment Business Center "Effectiveness[1]" instruments and profiles we offer have been subject to extensive research and testing before they were published. All profiles published by Team Publications (currently twenty-five separate diagnostic) have been published in paper booklet form. All these were written in the period **1997-2006** and were subject to extensive testing to ensure that face validity, content validity, construct validity and reliability reached sufficiently high levels to be seen as an accurate and credible measurement tool. The detailed diagnostic profile development process (shown as a 6-step flow diagram) can be viewed below.

In addition to testing and pre-publishing research, all effectiveness profiles have been fully available for a period of at least twelve months in the market in paper booklet format (where further minor refinements could be made according to feedback and norm data collected). In their paper form, these profiles are sold in several countries around the world. However, the primary markets in which they sell most are Australia, Canada, New Zealand, the United Kingdom and the United States.

Once the effectiveness profiles are made available on the Internet, user norm data is available on a real time basis to the profile participant in the form of a bar on a graph in the specific profile that they are using. It is also available in a variety of demographically sorted forms directly from the publisher.

How are our Instruments/profiles developed?

All the instruments on this Web Site were developed using a standard test construction strategy. The following flowchart outlines this process

1 – Effectiveness Profiles include:

- Change Management Effectiveness
- Coaching Effectiveness
- Communications Effectiveness
- Leadership Effectiveness
- Listening Effectiveness
- Management Effectiveness
- Sales Effectiveness
- Team Building Effectiveness
- Time Management Effectiveness

STAGE 1

Decide on theoretical constructs
Define style types or competency items

STAGE 2

Generate pool of items to measure each type of
competency category (research, workshops)

STAGE 3

Construct initial scales from items

STAGE 4

Administer pilot questionnaire to 100 subjects
(working adults from a wide range of occupational
backgrounds) Statistical analysis of results (factor
analysis, internal consistency) and
determine final scales

STAGE 5

Finalize inventory booklet and facilitator guide
Associated training materials are refined and finalized

STAGE 6

Published on-line after the instrument has been
in use for 12 months use in paper and pencil form