

Assessment Trends from a Test Publisher Perspective

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THE SCIENCE OF PERSONALITY®



General Trends

- MBA graduates lack interpersonal and leadership skills

(Graduate Management Admission Council, 2006, 2009)

- Initiative
- Professionalism
- Integrity
- Communication

- Leadership development programs involve personal assessment

(Center for Creative Leadership, 2009)



Hogan & MBA Assessment Use

- We have steadily increased our partnerships with MBA programs since 2005
- Currently partner with over 10 MBA programs



VANDERBILT UNIVERSITY



Washington University in St. Louis



THE UNIVERSITY OF
CHICAGO



UNIVERSITY OF
MARYLAND





Three Themes

- “Traditional Model” (Washington University)
- “Coaching Model” (Vanderbilt University)
- “Applied Research Model” (University of Maryland)



Graduate Management Admission Council

- Hogan-GMAC Partnership
 - Provide information about students' soft skills
 - Offer actionable skill development recommendations
- Pilot study for Hogan assessments
 - Hogan Personality Inventory (HPI)
 - Hogan Development Survey (HDS)
 - Motives, Values, Preferences Inventory (MVPI)
- Over 2,000 graduate students from over 20 schools



MBA Assessment Benefits

- Test Publisher Benefits
 - Future leaders become familiar with our products
 - Collect data
 - Pilot items
- MBA Program Benefits
 - Develop students' critical business skills
 - Better prepare students for the business world
- Student Benefits
 - Become familiar with widely used assessments
 - Develop critical skills through feedback and coaching