



# We Know People

 **HOGAN**

**7**  
**MILLION**  
ASSESSMENTS

**650+**  
**JOBS**

**+** **-** **G** **⚡**  
**AND JOB FAMILIES**

**56**  
Countries

**350+**

JOURNAL  
ARTICLES  
&  
BOOK CHAPTERS

MORE THAN  
**1.1K**  
VALIDATION STUDIES

**47**  
**LANG**  
**UAGES**

MORE THAN  
**30K**  
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 organisation, 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 unrecognised, 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 the following 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—i.e., improve overall business performance through people.

#### **Validity**

From the start, we have developed, published, and refined our assessments working as an independent science-based organisation. As a result, we have complete control over our assessments, with 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, affording access to 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 pre-hire selection to executive-level development and all points in between, we have a solution to maximise performance across organisations.



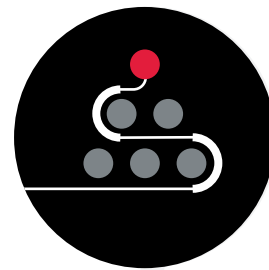
## Selection

Know who you're hiring. Everyone has made bad hires, and would prefer not doing 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 organisation.



## Development

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



## Leadership

Organisations 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 maximise their strengths, work through their weaknesses, and understand how personality shapes the future of their organisation.

# 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 start-up 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.**

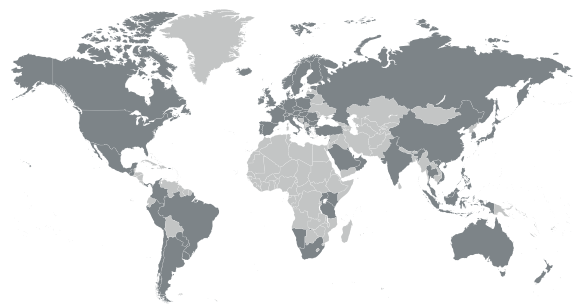
Our assessments are based on more than 40 years of validation research involving millions of participants, and are stored in the largest research archive in the industry. The assessments are continually updated and refined by Hogan's research division; the data collected across hundreds of real-world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

**We know independence.**

While growing into a recognised global brand, 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 personalised local support.



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

# Get to know people by using our assessments.

Hogan's online, non-proctored 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 recognise 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 seek to avoid. The MVPI will help you understand what motivates your employees to succeed.

# ASSESSMENTS

HPI

HDS

MVPI

expertise

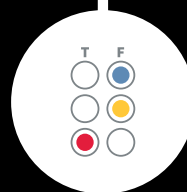
Our products consist of our core assessments paired with specific reports tailored to the unique needs of your business; we also provide personal support through our team of consultants. We don't merely administer assessments, we help you identify your company's needs and design long-term solutions.

innovation

technology

research

# PRODUCTS



Assessments



Reports

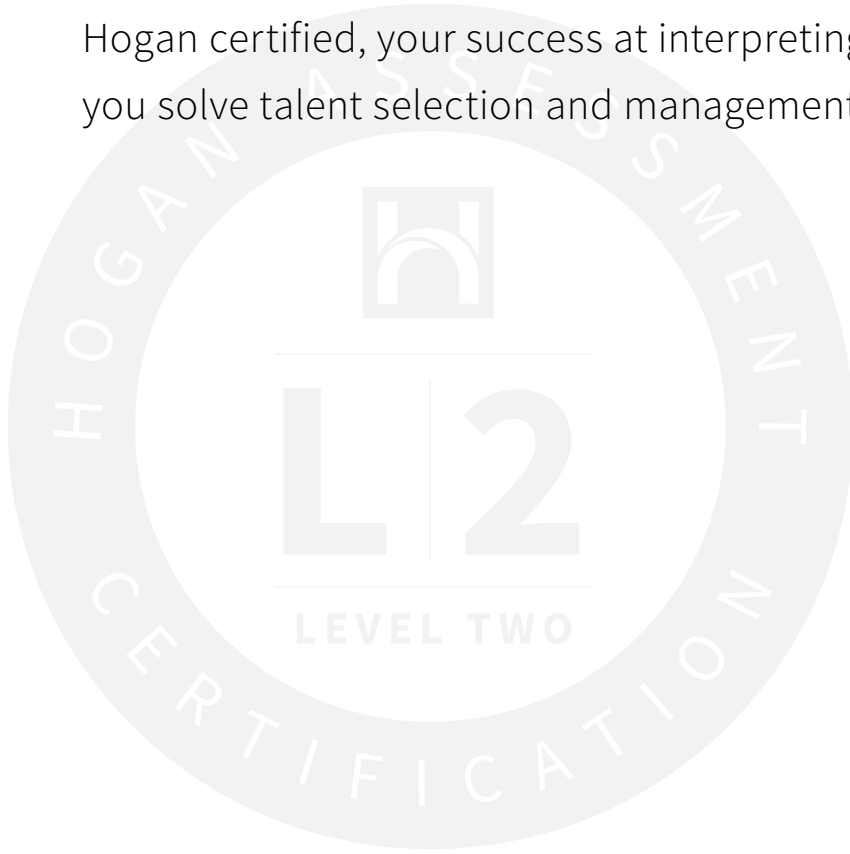


Support



## 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.





The **Hogan Level 1 Certification Workshop** is required to use our full assessment suite in your practice. This course teaches professionals to interpret and apply Hogan's three core assessments: the Hogan Personality Inventory (HPI), the Hogan Development Survey (HDS), and the Motives, Values, Preferences Inventory (MVPI). The insights acquired in this two-day workshop will change the way you think about people, leadership, and performance.



The **Hogan Level 2 Certification Workshop** is designed for practitioners who want to enhance the interpretation and feedback skills they learned in the Level 1 workshop. This course prepares you to use more advanced feedback models, integrate Hogan data with other inputs, create developmental action plans, and understand best practices for delivering Hogan feedback in coaching, leadership, high-potential, and other key talent programs.

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.



Hogan Assessment Systems is strategically located in Tulsa, Oklahoma, allowing us to reach most major cities in the US and abroad in an efficient manner. Our global headquarters provides an open, collaborative workspace for our employees and ample room to educate and entertain partners from around the world.



# Get started.

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

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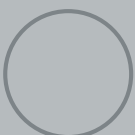
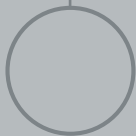
HPI

HDS

MVPI



# Assessment Overview



HPI

Hogan Personality Inventory

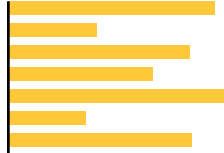
HDS

Hogan Development Survey

MVPI

Motives, Values, Preferences Inventory

# Hogan Personality Inventory



HPI

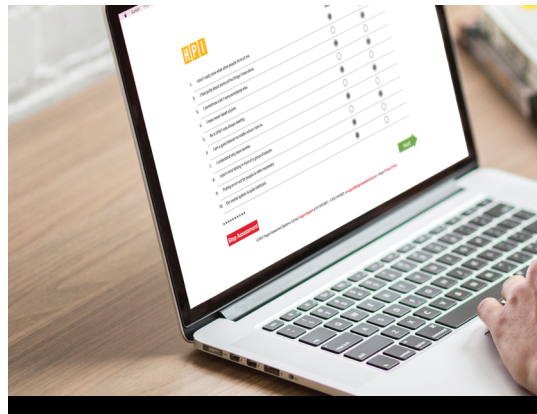
## About

Developed specifically for the business community, the HPI predicts the ability to get along and get ahead, which determines success in careers, relationships, education, and life.

Organisations around the world rely on the HPI to provide insight into how people will work, how they will lead, and how successful they will be in their careers.

## Assessment Facts

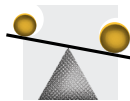
- Predicts the ability to get along and get ahead
- 15- to 20-minute completion time
- Instantaneous scoring and reporting output
- Online administration
- No invasive or intrusive items
- Available in more than 40 languages
- More than three million participants assessed
- Validated in more than 1,000 research studies
- No adverse impact



*The HPI assesses the bright side of personality using seven scales to predict how people behave when they are at their best.*



## Scales



### Adjustment

confidence, self-esteem,  
composure under pressure



### Ambition

initiative, competitiveness,  
leadership aspirations



### Sociability

outgoing, approachable,  
enjoying social interaction



### Interpersonal Sensitivity

warmth, tact, perceptiveness,  
relationship skills



### Prudence

self-discipline, work ethic,  
integrity



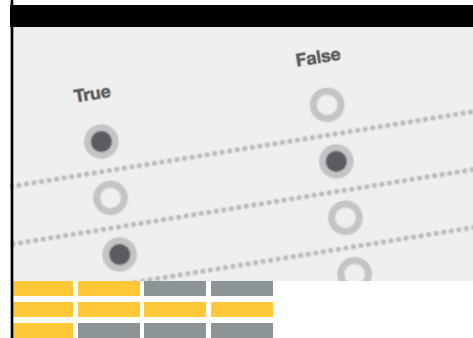
### Inquisitive

imagination, curiosity,  
creative potential

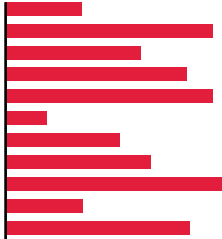


### Learning Approach

valuing education, training,  
and staying current



# Hogan Development Survey



HDS

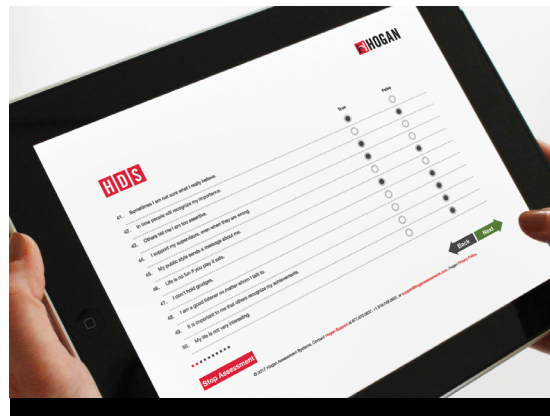
## About

The HDS concerns behavioural tendencies that are strengths under normal circumstances. However, when these behaviours are not being managed and/or are overused, they become problematic, often degrade leadership effectiveness and erode the quality of business and personal relationships.

Organisations around the world rely on the HDS to identify derailers that disrupt or interfere with effective performance.

## Assessment Facts

- Identifies problematic behavioural tendencies not detected in an interview
- 15- to 20-minute completion time
- 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



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



## Scales



### Excitable

volatile, easily upset, hard to please



### Colourful

dramatic, attention-seeking, disruptive



### Sceptical

suspicious, argumentative, vindictive



### Imaginative

creative, eccentric



### Cautious

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



### Diligent

hardworking, meticulous, critical, controlling



### Reserved

aloof, blunt, uncommunicative, lacking empathy



### Dutiful

eager to please authority, unconcerned about subordinates, socially appropriate



### Leisurely

overtly cooperative, covertly irritable, stubborn, procrastinating



### Bold

arrogant, entitled, grandiose



### Mischievous

charming, manipulative, risk-taking, excitement-seeking

**HDS**

41. Sometimes I am not sure what I really believe.

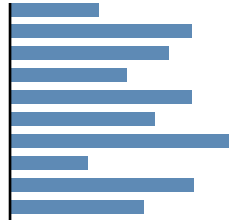
42. In time people will recognize my importance.

43. Others tell me I am too assertive.

44. I support my supervisors, even when they are wrong.



# Motives, Values, Preferences Inventory



MVPI

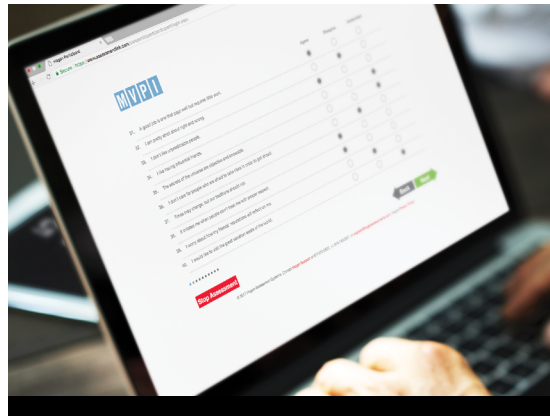
## About

The MVPI concerns personal values and motives.

Organisations around the world use the MVPI to evaluate the fit between individuals and work environments; this fit is critical for engagement and productivity.

## Assessment Facts

- Evaluates the fit between personal values and corporate culture
- 15- to 20-minute completion time
- 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



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



## Scales



**Recognition**  
wanting attention, visibility, status



**Commerce**  
seeking symbols of material success



**Power**  
wanting success and the control of resources



**Aesthetics**  
concerned with creativity, good design, self-expression



**Hedonism**  
seeking fun, pleasure, enjoyment



**Science**  
seeking data-based solutions to important problems



**Altruistic**  
wanting to help the unfortunate, contribute to society



**Affiliation**  
needing opportunities for networking and interaction



**Tradition**  
valuing established principles of conduct and belief



**Security**  
wanting structure, order, predictability



# Thank you.

Distributed by:



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This section contains a complex arrangement of rectangular blocks and lines, resembling a grid or a table structure. It includes several rows and columns of varying widths and heights, some with internal lines, creating a sense of organized data or a structured layout.

