

GET CERTIFIED IN TRAIT PERSONALITY ASSESSMENT

Learn how to use Trait and Apply
Insights to create Impact in your
Organization or Practice

November 13th 2018

December 5th 2018

ABA
Aston Business Assessments

OUR BACKGROUND

Originally spun out from Aston University and now fully independent as of 2015, ABA specialises in the assessment and development of people at work. Research and development at ABA is led by Professor Stephen A. Woods, who is a leading world authority on personality assessment for business and human resource management, a Chartered Practitioner Occupational Psychologist, and holds a PhD in Psychology from the University of Surrey.

WHY TRAIT ONLINE?

Trait Online is an innovative online psychometric tool that enables you to make better people decisions and can be applied in various occupational contexts, to bring you deep and practical insight.

Trait reports can add greater impact to your selection and development projects, and add value to your services. Whether you regularly use psychometric tools and are looking for a new, scientifically founded tool that is modern and practical. Or, you want to bring assessment expertise in-house for your HR or L&D team - we can make Trait work for you.

MELANIE SAYS:

"I attended the Trait Certification Course and was impressed with the quality and comprehensiveness of the Trait reports. So, it was a no-brainer for me."
- HR Manager at BHSF

IMPACT



Per-person sales revenues improved by 86% when implementing Trait in recruitment in a financial services company..



In a real estate company, Trait identified managers who are 2.5x more likely to exceed targets and run profitable businesses.



Trait has transformed the leadership pipeline and development for a major multi-national automotive client using bespoke Trait products

CERTIFICATION

For a limited time, we are offering a 1-day Trait certification workshop for anyone looking to learn more about a new personality assessment solution, add another tool to their toolbox or find out how they can use personality assessment to enrich their practice or business. For attendees who become certified in Trait, we will also be offering a 3-month trial of our Trait Online system, where users will be able to practice and make use of their new certification.

[CLICK HERE TO BOOK YOUR PLACE TODAY](#)

GRANT SAYS:

"The Trait tool and approach allowed the Partnership to reflect on self, others and team. It pulled out the strengths and areas for development in a language that was useful for them as a healthcare business. - Consultant for TIHG

enquiries@astonassessments.com
www.astonassessments.com
[@ABA_TraitOnline](#)

ABA
Aston Business Assessments