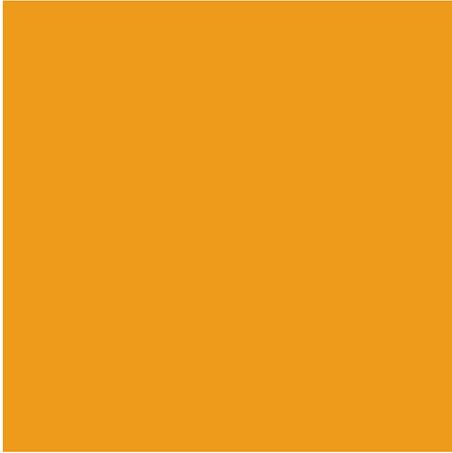


ABA

Aston Business Assessments



Psychometric Assessments Customised For Your Organisation

Aston Business Assessments (ABA) is a fully independent company led by Professor Stephen A. Woods PhD CPsychol. The company was spun out from Aston University in 2010, and became fully independent in 2015.

The ABA team combine their specialist knowledge from both academic and commercial backgrounds to produce high-impact psychometric assessments for clients who need confidence in identifying and recruiting talent, and developing staff in critical positions.

“
Effective psychometric assessment needs to be evidence-based and systematic, and strategically aligned with individual business needs.”

Professor Steve Woods

We draw on the tried and tested principles in personality testing, and combine this with the very latest discoveries in occupational psychology. This results in psychometric solutions that measure precisely what is important in your business environment.

Whilst our products incorporate the latest research, our breadth of commercial experience ensures our online assessment system solutions are relevant, practical, and easy to integrate into your existing competency and assessment frameworks for a much tighter fit with your workflows and systems. Design is modern, contemporary and fresh for added clarity and improved user engagement.



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PERFORMANCE IN THE WORKPLACE WITH OUR ASSESSMENTS

Helping You Find And Develop Top Performers

Whether you would like us to integrate our assessments with your existing assessment framework or you need our experts to develop a new solution for recruiting, identifying and developing talent within your organisation, we can help you in a number of ways.

RECRUITMENT

By taking advantage of our experience and research into sales, service and executive personality traits when recruiting for critical positions in your organisation, you can minimise recruitment risk and speed up the process too.

We know which attributes are required for top sale performers, efficient customer service staff and effective leaders, and we can customise these even further to suit your roles.

Recruit with confidence using our tailored tests, assessment-driven interview questions, and evaluation tools.

TALENT IDENTIFICATION & RETENTION

Identifying talented people with the potential for growth in your organisation can be complex. Using the scientific basis of our assessment systems, you can easily gain a deeper understanding of their unique development needs and leverage their strengths for mutually rewarding employment.

ABA solutions can help you not only screen and manage talent within your organisation but also show you ways to retain high performers by understanding what motivates them in the workplace.

DEVELOPMENT

ABA psychometric assessments are frequently used to identify the learning and development needs for people at all levels within an organisation.

Our reports help new managers improve their leadership styles and self-understanding by showing them which traits to focus on for effective management. They also help leaders develop their business areas more positively for greater impact.

By customising our assessments, we can support your coaching and development plans, helping your staff improve their performance by enhancing self-awareness of their strengths and development needs.

Our Online Assessment Tools At A Glance

All of our tools are accessible online via a secure, password-protected interface, developed to integrate with your own systems or sit on our database. You can use any browser to track candidates, set up campaigns, run assessments and download reports.

In line with our simple assessment philosophy, you don't have to install any additional software and you won't need to pre-purchase credits as you only pay for what you use at the end of each month.

Here's a quick glance at our most popular psychometric assessment tools, all of which can be customised to suit your people, business and industry.

TRAIT

The Trait personality inventory is a powerful predictor of performance and effectiveness at work, and a comprehensive assessment tool that gives a complete measure of 13 key personality traits.

In our scientific studies, we have found strong evidence for the demonstrable value that Trait can bring to managing performance and productivity.

The assessment may be applied to predict workplace performance in any sector or role. By drawing on the Big Five personality structure, Trait covers the full personality domain breaking it down into more detailed traits. Trait also incorporates current research, for example, from positive psychology in the optimism scale.

With Trait, you'll benefit from the latest research in personality and assessment, bringing psychometrics in line with the talent management requirements of today's workplace.

Used in both selection and development of staff, our reports offer suggested interview questions and recommended development needs. As with all our products, ease of use is paramount and the test takes just 10-15 minutes to complete, with clear, easy-to-read reports for effective implementation.

“
Trait is comprehensive enough to be useful whilst being simple enough to understand. From a cost/ benefit analysis perspective, it is the best psychometric on the market.”

Global Learning and Development Consultant - Fidessa

TSP

Used in the recruitment and development of sales people, TSP is a quick, accurate and easy to use profiling tool that measures the 5 critical traits essential for sales success.

By assessing drive, ambition, focus and motivation, and response to setbacks, opportunities, problems and customer needs, this powerful tool can transform the way your sales function performs.

The test takes just 5 minutes to complete before producing an easy-to-read report, which serves as a comprehensive guide on screening, interviewing and developing sales professionals.

ABA 360

360 assessments are now commonplace within organisations, but with the scientifically validated ABA 360 tool, you can take this even further with added confidence in the results.

ABA 360 allows a respondent to measure their real-world performance against how others see them, across all nine key workplace competencies.

Designed to be intuitively easy to use, set up and administer, the tool features reports produced with excellent clarity, in a structure and language designed with the user in mind, making it practical and easy to implement.

INDUSTRY SPECIFIC PRODUCT

Whilst many roles share job titles across industry, responsibilities and skills can vary significantly within specific sectors. As a result of working with businesses within the same vertical markets, we've been able to develop products relevant to the particular attributes in those industries.

“**TSP now helps us to recruit sales people who are 4 times more likely be top performers.**”

Study in a recruitment company

IATS - INSURANCE AGENT TALENT SEARCH

If you're planning on recruiting or developing insurance sales professionals, our IATS psychometric assessment tool will enable you to measure the 6 key competences that impact on insurance sales success.

This new, scientifically proven test was built on the Trait platform and developed following comprehensive analysis of the insurance sector and our work with insurance clients. As a result, IATS provides powerful insight into the personality traits and competencies of successful sales agents in the insurance sector.

AM TRAIT

Developed with our partners IMI and MIC, AM Trait uses the industry M & L management framework, widely implemented throughout the automotive sector. The industry relevance of this psychometric test results in much higher engagement than generic assessment tools.

The easy-to-use tool measures 12 automotive-specific competencies at three levels of management before assessing the results against the industry standard. A report can then be generated for either selection (with interview questions) or development (with development needs and recommendations).

“AM Trait gives rich insight into a sales executive's potential competence before appointment.”

HR Director, MIC

The Specialists In Customised Psychometric Assessment Design

The roles and responsibilities within your organisation are designed around your industry and your objectives so why limit the depth of your assessments with a psychometric solution designed for someone else?

Whether you have a niche team, occupation group, or particular sector you would like assessed, we are specialists in the design of customised assessments and reports, and can configure any tool to work exactly as you want it to.

Whether you need a short, instant assessment for career fairs, or a comprehensive system designed from the ground up, there are various options available to you:

CUSTOMISED ASSESSMENTS

- Incorporate your own competency framework into a proven psychometric assessment.
- Create brand new personality/competency scales that are unique to your sector with a tool designed and validated by experts.
- Customise an existing competency framework and have it designed and tested for your business or industry before roll out.
- Build a completely new online system to your own specifications with an interface designed for your administrators and an interface designed around your users.

CUSTOMISED REPORTS

- Customised Outputs - Information presented in a structure and with a level of detail most suited to practical implementation.
- Customised Branding – Branded reports and landing pages designed with logos and corporate colours.
- Customised Report Text – Reports written in your organisation's familiar language for better fit, relevance and understanding.
- Customised Interview Questions – Selection reports and interview questions specific to the unique profile you are recruiting for.
- Customised Development – Development recommendations based on the demands of a specific role or area within your organisation.

THE CUSTOMISATION SUITE

To keep things simple, you can choose from three customisation levels 1,2, and 3. Each level offers customisation depending on your requirements. Typical timescales for delivery are shown below.

| CUSTOMISATION LEVEL | 1 | 2 | 3 |
|---|---------|---------|----------|
| Branded assessments and reports | ● | ● | ● |
| Include your own competency framework | ● | ● | ● |
| Add your own report text | ● | ● | ● |
| Zoning added with coloured grading range | ● | ● | ● |
| Add your own interview questions | ● | ● | ● |
| Add your own development requirements | ● | ● | ● |
| Choose your own graphical style | | ● | ● |
| Adjust number of traits specific to role | | ● | ● |
| Add your own performance implications | | ● | ● |
| Include composite scoring for suitability measures | | | ● |
| Develop a brand new trait scale for your organisation | | | ● |
| TIME SCALES | 4 WEEKS | 6 WEEKS | 12 WEEKS |

Customised Systems

ABA TAKE CUSTOMISATION TO A NEW LEVEL

If you require a new delivery platform, or you wish to combine assessments or apply the tests in a completely new way, we will work with you to design a fully bespoke solution for your organisation.

We'll guide you each step of the way to ensure your assessments have the relevant technical properties they need, with the correct delivery mechanisms, and the reporting and tracking system required to allow in-depth analysis.

CORPORATE BRANDING

We go much further than simply adding your logo to the home screen of the online tool. The assessments and reports can be presented to reflect your colours, fonts and styles throughout to mirror your existing website or Intranet, for a seamless effect.

DESIGNED FOR DEVICES

Whether you need to access your assessment tool out in the field or at an assessment centre, we'll ensure the tool is responsive to whichever screen size, browser or operating system you're using, on every mobile, tablet and desktop computer.

ACCESS LEVELS

We can set privileges and securities to give different people access to specific information dependent on their requirements and seniority.

YOUR LANGUAGE

Assessments and reports can be presented in any language, interchangeably, to suit each respondent and report user.

ATS INTEGRATION

Our developers can integrate the assessment tool to your existing Applicant Tracking System (ATS) to allow the automatic sending of test scores and 'traffic lighting' updates to your database to save you time.

SUPPORT E-LEARNING

Drive your current online learning activity by linking the assessment scores to your online academy automatically. Use the scores to prompt personalised developmental needs.

CUSTOMISED REPORTING

Choose how you want your reports to be presented and customise the features. Integrate several different assessments into a single report, and combine values, attitudes, traits, competencies, potential and decision-making.

Group Reporting

The assessment results generated from our online tool can give you great insight into your company as a whole - as well as the individuals within it.

We can help you interpret all of the data from every assessment completed, to give you a holistic view of your business and the departments or locations within it. With our intuitive, easy-to-use Group Reporting Systems, you'll gain a deep understanding of how your entire company looks from a people perspective.

WE'LL HELP YOU MAKE SENSE OF BIG DATA

Our Group Reporting Systems can be designed to give you the following information within your reports:

MAP TRENDS

Make sense of large amounts of data throughout your company by allowing the system to map the trends in development needs and identify organisational development areas in specific competencies.

IDENTIFY HIGH POTENTIALS

Automatically identify those people in your company with high potential scores to help streamline your talent identification process.

SUMMARISE METRICS

Highlight the key assessment metrics throughout the report with clear summaries in a format chosen by you.

MEASURE TRAINING ROI

Measure the return on your investment into training by enabling the report to track changes in improvement following courses, events and training plans.

SELECT YOUR OWN REPORT OPTIONS

Allow the system to intelligently interrogate all your assessment data for you, breaking down the data into any number of options you choose including branch, role and location.

QUICK REPORTS

Automatically draw the information you need from the assessments to quickly prepare management reports, summaries and presentations.

“
We worked with ABA to develop a custom 360 assessment tool for our Leadership Development Programme, we were able to develop a tool that met our needs exactly and is easy to use. Working with ABA was great, they guided us through every step of the design phase and offered lots of support in the initial set up and administration of the assessment and system.”

Head of Training, Phones 4U

“
In developing our assessment products, ABA has always been really responsive, great with advice and amazingly flexible and adaptable in their approach. If anyone is considering designing and developing profiling tools for specific sectors or roles, we would not hesitate to recommend the ABA team.”

HR Director, MIC

“
A true partnership approach combined ABA’s profiling expertise and IMI’s industry-recognised automotive management competence framework to create a cohesive, fit-for purpose product. ABA’s flexible and professional style helped to create an excellent tool in a short space of time that is perfectly tailored to the automotive industry”

Head of Business Development, IMI

Training

If you intend to use our products within your organisation, or as part of your training or coaching offering, we recommend attending one of our popular training courses to gain a thorough understanding of how our psychometric assessment tools work.

All our courses can either be facilitated onsite at your premises or publicly in Birmingham.

TRAIT ACCREDITATION COURSES

This practical course focuses on using the Trait assessment tool in Selection and Development, delivered on site at your premises.

The programme will show you how the assessment works, how to use the assessment in Selection or Development contexts, and how to understand results. On course completion, you will receive a Certificate of Accreditation and you'll be ready to carry out assessments in confidence.

OTU OCCUPATIONAL TEST USER ABILITY AND PERSONALITY

Formerly Level A&B, this is the British Psychological Society (BPS) Accredited Certification course in Personality and Ability Testing.

On completion of this popular, in-depth course, you will be able to:

-
- Identify which testing methods should be used
 - Choose and evaluate tests objectively and thoroughly
 - Integrate assessments into your organisation
 - Apply tests efficiently and ethically
 - Register professionally with the BPS as a Qualified Test User

Our new fast-track OTU course efficiently combines both Ability and Personality components together, allowing us to deliver this course in just 3.5 days (plus pre-course exercises).

“
I found the course immensely interesting, with an engaging delivery style. It is high level learning, within an academic environment, which enhances the whole experience.”

Training and Development Manager, Mercedes Benz

“
I would thoroughly recommend Aston Assessments for the quality of the teaching, the knowledge demonstrated by the facilitators, and back up team ensuring the on-course work was reviewed in a timely manner.”

Managing Director, Augment Group

THE NEXT STEPS

If you're interested in using any of our psychometric assessment tools, the next step is to arrange a call with our team from there, we will discuss your business, understand your needs and organisational culture, and talk through some possible solutions and assessments.

For larger customisation projects contact us using the details below and we will be able to quickly provide a scoping document giving you a clear idea of how it would work and the different options available.

To enquire about our on-site training, please let us know which topics you are interested in and we'll let you know of our availability.

Performance in the workplace with our Assessments

The Trait personality inventory is a powerful predictor of performance and effectiveness at work.

In our scientific studies, we have found strong evidence for the value that Trait can bring to managing performance and productivity.

Recruiters with high-potential sales traits measured on the Trait inventory generated 80% more sales revenue in a 6-month period.

Real-estate agent sales people high on key traits were on average 15% more productive across all performance measures (new customers, inspections, instructions, viewings and unit sales).

In financial sales, Trait marked out mortgage advisors who were 2x as likely to be high performers, and almost 20% more productive in terms of sales revenue and products sold.

Trait identified employees who were more than 3x more likely to be rated as effective performers by their managers.

Trait scales Identified people more than 3.5x more likely to be rated as high-potential leaders.

Branch managers in the property sales sector profiled as analytical, critical, committed to delivery, and thoughtful, were more than 2.5x more likely to exceed targets and run a profitable business unit.

Entrepreneurs with high competency scores on Trait had only a 4% failure rate for attracting funding compared to 40% for those with lower scores.



Aston Business Assessments

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