



Why is i3 different?

"Because of my membership of, inter alia, MENSA, and ISPE, the extreme-IQ society, I have taken many psychometric tests, especially experimental measures as well as informal ones. Of all that I have taken, the i3 profile is among the most perceptive and imaginative and will certainly help people achieve personal growth. With relatively few questions, it taps the heart of personality and aptitude testing – to name just a few of its multi-faceted abilities. The unique profile produced is compelling and many have found it to be life-changing. One of its advantages to my mind is the 'rounding-off' with a personal evaluation. I feel that this is a profound instrument and that in time, with academic support, it is likely to become a world standard."

Philip Bateman.

Senior Research Fellow ISPE, Multiple World Champion Creative Thinking. Mind Sports Olympiad International Grandmaster.

The question is often asked as to why an i3 profile test is different to that of standard psychometric tests.

First and foremost, the i3 instrument produces a *unique* result for each person being tested. This highly individual focus makes it almost impossible to compare, and puts it in the highest category of test instruments, because such an individual test is likely to produce far more pertinent information than a generic one.

The test is revolutionary and was developed independently from, and outside of the normal psychological arena. This too makes it far harder to assess within the context of traditional tests, whose effectiveness is based on test data within a formal framework of shared psychological data.

Significantly, some of the world's most famous tests have emerged in a similar way to i3. The now famous Myers-Briggs personality test for instance, was initially developed in an informal environment by Myers and Briggs, neither of whom was formally educated in psychology, yet became world leaders in the field with their new instrument. As the test became increasingly recognized, it grew to be the universal standard for personality measurement.

As the i3 Profile is used to provide insight and self-realisation – rather than being merely a restricted measure for psychological, legal or academic purposes - it is free of the often daunting structures of academic standardisation and evaluation.

This indeed, may be an asset as this has enabled it to be significantly broader in scope than many of its counterparts. It is able to provide a wide range of personal data with a single instrument, in a single evaluation, rather than having to employ the traditional battery of test instruments.



In summary, the main differences between i3 and standardised tests are:

1. The i3 Profile is a broad-spectrum test. While a traditional personality test will measure just that and no more – the i3 Profile also measures aspects such as elements of personality, aptitude, working style, preferences – likes and wants – and combines these into a powerful individual visual and verbal profile. While a similar result may be achieved with traditional instruments, this would require a cross-correlation of different tools and would be a far more complex process.
2. Many of the traditional tests need to be administered by a qualified psychologist while the i3 instrument does not. This therefore, does not limit its access and also enables it to be used for positive social purposes in communities. The use of the i3 Profile is nevertheless controlled and supported by strict protocols and intensive training through i3 itself.
3. While a traditional personality test may provide 16 different profiles, the i3 Profile produces an almost infinite number, making it virtually unique and it is regarded as extremely revealing. This places it in the highest category of tests.
4. Feedback with the i3 Profile is not merely in the form of a computer-generated document but consists of a full written report followed by a personal interview which clients often find insightful, liberating and even life-changing. Such face-to-face interaction is critical and useful, as it can deal with the revelations that such a perceptive instrument produces.
5. While traditional tests are normed (tested against the standard behavior of the general population) and validated (the extent to which a test measures what it claims and was intended to measure), the i3 Profile stands alone in this regard although perhaps being in its early adulthood rather than maturity. It nevertheless has an outstanding pedigree as it has developed an international reputation built up through more than 17 500 profiles administered in several countries. It has also been regarded as among the most successful tests used by blue chip companies.

As such it might be regarded as an exceptionally promising and outstanding experimental measure and it will undoubtedly be the subject of research and further validation in the future.

These differences are probably what have enabled the i3 Profile to have become a premier broad-spectrum tool for assisting people discover themselves and for building teamwork in organisations over the last 14 years.



The main differences between i3 vs MBTI assessments & feedback

- MBTI uses 4 opposing personality types. i3 uses 7 traits - not opposing but all complimentary depending on your individual mix.
- MBTI groups you into 1 of 16 pre-set groups. i3 has no pre-set groupings - your profile is individual and no one is the same.
- MBTI assessment gives 2 opposing answers to each question. i3 gives 3 answers to most of the questions allowing for more accuracy if people are genuinely not one or the other – allowance for the middle ground at times.
- MBTI was developed over 65 years ago utilising Carl Jung's psychology theories from 1920's on Physiological Types - 1921 publication. i3 was initially developed in the late 90's and updated in 2009 & 2013 - it is relevant to modern society and up to date.
- MBTI written report is 10+ pages and difficult to digest visually. i3 reports are delivered with 3 pages of easy to understand writing/language and simple visual diagrams.

The main differences between i3 vs DISC profiling as a recruitment tool

Simply put, the feedback you get from a DISC report is grouped at a level. So although you get a vast array of traits and behaviours displayed in each report they are a by-product of someone being a certain "type" of person. The reports are also a lot longer and take time to digest.

An i3 recruit report is 1 page and individual to each person who completes the assessment.

The difference between i3 (a trait based personality assessment) and a psychometric assessment

In the UK the British Psychological Society's (BPS) Psychological Testing Centre (PTC), carries out the certification of psychometric assessments. In order to be certified by the PTC a test must have a level of standardisation and norming built in to it.

In discussions with the BPS they accept that i3 does not fit into their pre-set certification criteria because by definition, we do not norm or standardise results. Exactly what you answer across the range of questions we ask is displayed in your results.

We made the decision that we would not adopt any norming as this would lead to us having to group people into categories and go against what i3 ultimately stands for – *identifying your individuality and inspiring uniqueness.*

Psychometrics are largely type based (the group or type of personality you are assessed to be). An i3 profile is trait based as we display your mix of indicators and traits associated with your individual mix.