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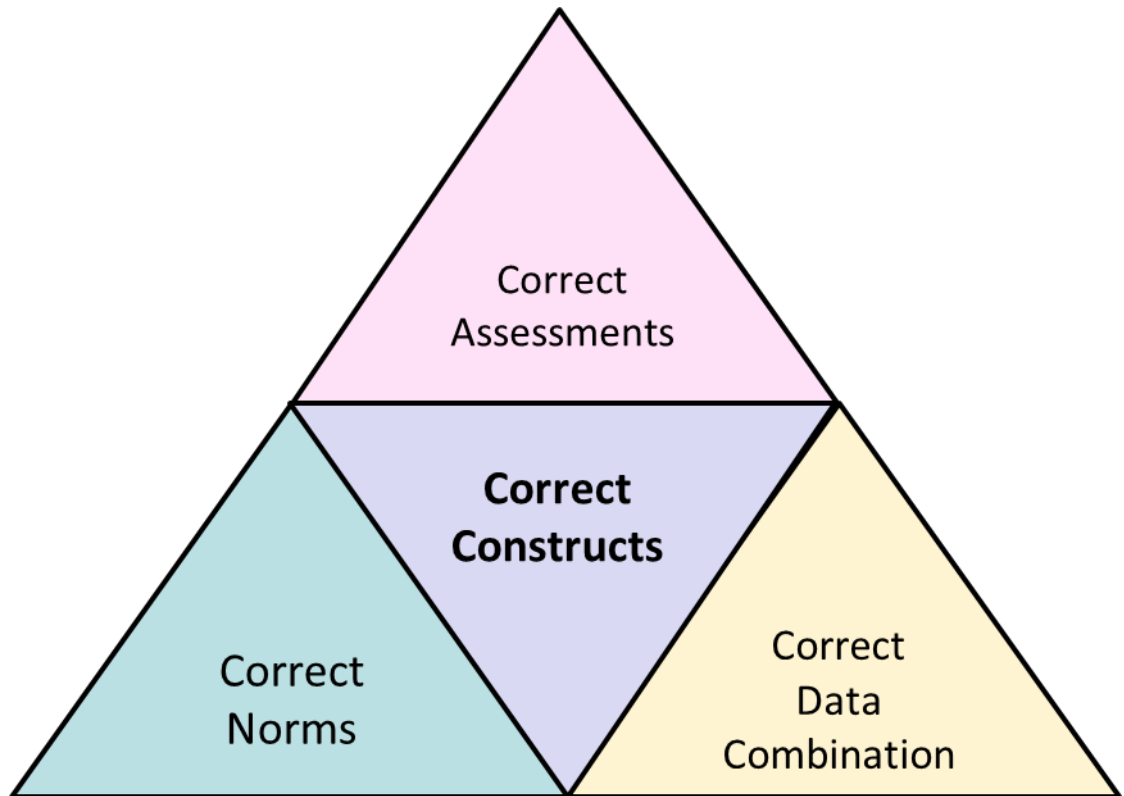
Niche Update

Best Practice Measurement in Assessments

Special points of interest:

- Best Practice measurement and assessment

- New Norm update

- Update on state of old SHL tests

- Are there differences in personality and ability for different levels of leadership?

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At the 2016 ITC (International Testing Commission) conference in Vancouver, we attended an excellent presentation by Dr Deniz Ones about measurement and maladaptive personality. She presented the above model about the different correct aspects that are needed to ensure an organisation's selection and assessments process are robust and valid.

First you need to start in the middle, this is to ensure you are measuring the correct constructs, by that we mean have you clearly defined what it is you want to measure through the selection process. This typically would be defining the competencies and behaviours you require in a person to be successful in a role. Secondly, you need to select the correct assessments to measure these constructs. Thirdly, you need to have correct norms, and Dr Ones specified they should be applicant norms and should be specific to the role and level. Applicant personality norms tend to be 20% higher than non-applicant norms, due to the impression management or social desirability effect in applicant answering.

Lastly, you need to combine all the data you have collected in the recruitment process correctly to ensure you get the best possible outcome and return on your investment. If you would like to discuss your competencies, norms, assessments or data combination please do not hesitate to contact us.

Niche Updated Norms Released August 2016

The Niche team has been working hard to update and create norms for many of our assessments where we have additional raw data from the last couple of years that could be analysed and added. In line with Dr Ones' recommendations (previous page) Niche has normed only applicant data for the personality assessments. Also in line with her recommendations, Niche has always coded the norms into separate occupational groups and managerial and non-managerial norms.

Listed on page 3 are the tests we have created updated norms for and also to the left is a list of the current and new norm groups. The largest norm is for general business with over 11,000 people for the IQ (Wonderlic), 14,000 for the CPI assessments, 15,000 for the EAS6 (numerical reasoning) and 16,000 for the EAS7 (verbal reasoning). For some assessments we have added new occupational norms such as the PRB (integrity test) which now has many non-managerial norms by occupational area and the business norm has over 6,000 people in it. The PRB can now be normed against not just business and customer service level, but also administrative, finance non-managerial, IT non-managerial, sales non-managerial, technical non-managerial, telesales, engineer, supervisor, vet and line manager norms.

MANAGERIAL NORM GROUPS	NON MANAGERIAL NORM GROUPS
General NZ Business	Graduates
CEO	Engineers
GM	Lawyers
Senior Line Manager	Veterinarian
Executive Manager	Telesales
Line Manager	Lab Analyst
Team Leader / Supervisor	Consultant
Administration Manager	Administrative staff
Finance Managerial	Finance non-managerial
IT Managerial	IT non-managerial
HR Managerial	HR non-managerial
Technical Manager	Technical non-managerial
Customer Service Managerial	Customer Service non-managerial
Marketing Managerial	Marketing non-managerial
Sales Managerial	Sales non-managerial
Specialist Manager	HR Consultant

With the Watson Glaser critical thinking test we have increased the number of norms adding Line Manager, Senior Line Manager, and CEO to the previously created general NZ Business and GM norms. A new norm called Lab Analyst has been added and some norm groups (such as HR Manager and Marketing Manager) that were too small previously to norm now have enough data to be useful and have been added for some tests. For some assessments such as the verify SHL online tests, previsor online abilities, the SPQ and HDS, the norming is not done by Niche but by the test publisher for various reasons and as such these assessments have not had norm updates done at this time.

More on Norms and Updates on Available Tests

As part of the norm update we have also adjusted the norms to ensure the online version of the Wonderlic IQ test and the paper versions are equivalent and the same Niche norms can be used for each. You may possibly notice the new IQ norms are a bit different, but we needed to do an adjustment to keep the two parallel versions (online and paper based) working as equivalents.

Also to update our clients using some of the older SHL ability tests such as the Advanced Managerial Tests, Graduate and Management Item Banks, and Critical Reasoning Test Battery, SHL have stopped supporting many of their tests that we have used and normed for many years. SHL now only support the use of their verify tests on their assessment platform and none of the old tests such as the VC1.1, NC2.1, NMG4, VMT3 or NMT4 are available online. Fortunately we still have paper based copies of many of these assessments for our clients to use and we have updated these norms where there were additional candidate scores available.

TESTS	NORMS UPDATED 2016
CPI	All norm groups
PRB	Several norm groups
EAS1	All norm groups
EAS6	All norm groups
EAS7	All norm groups
IQ	All norm groups
Watson Glaser	Several norm groups
EAS4	NZ Business
NMG2	NZ Business
NMG4	NZ Business
NMT2	NZ Business
NMT4	NZ Business
VMT3	NZ Business
NC2.1	NZ Business
NC2.2	NZ Business
VC1.1	NZ Business
VC2.1	NZ Business
VMG2	NZ Business
VMG4	NZ Business
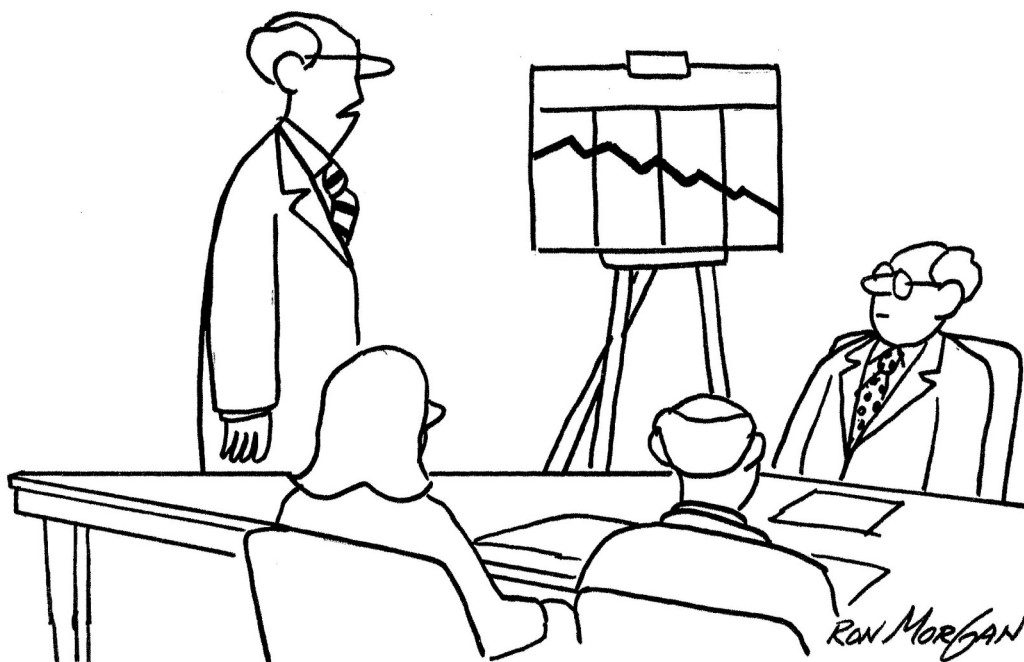
"Let's hope the new norm means that less really is more."

Ability and Personality Differences by Level of Managerial Role

You may wonder if the norms are really that different by level of role and in many cases they are, with higher level roles tending to have higher norms or averages. As you can see below the CPI graph outlines the 4 norms for different levels of management roles CEO, GM, Line Manger and Supervisor and over most scales this is the case. **Note:** parts of this graph have been redacted as proprietary information for this online version of our newsletter.

California Psychological Inventory

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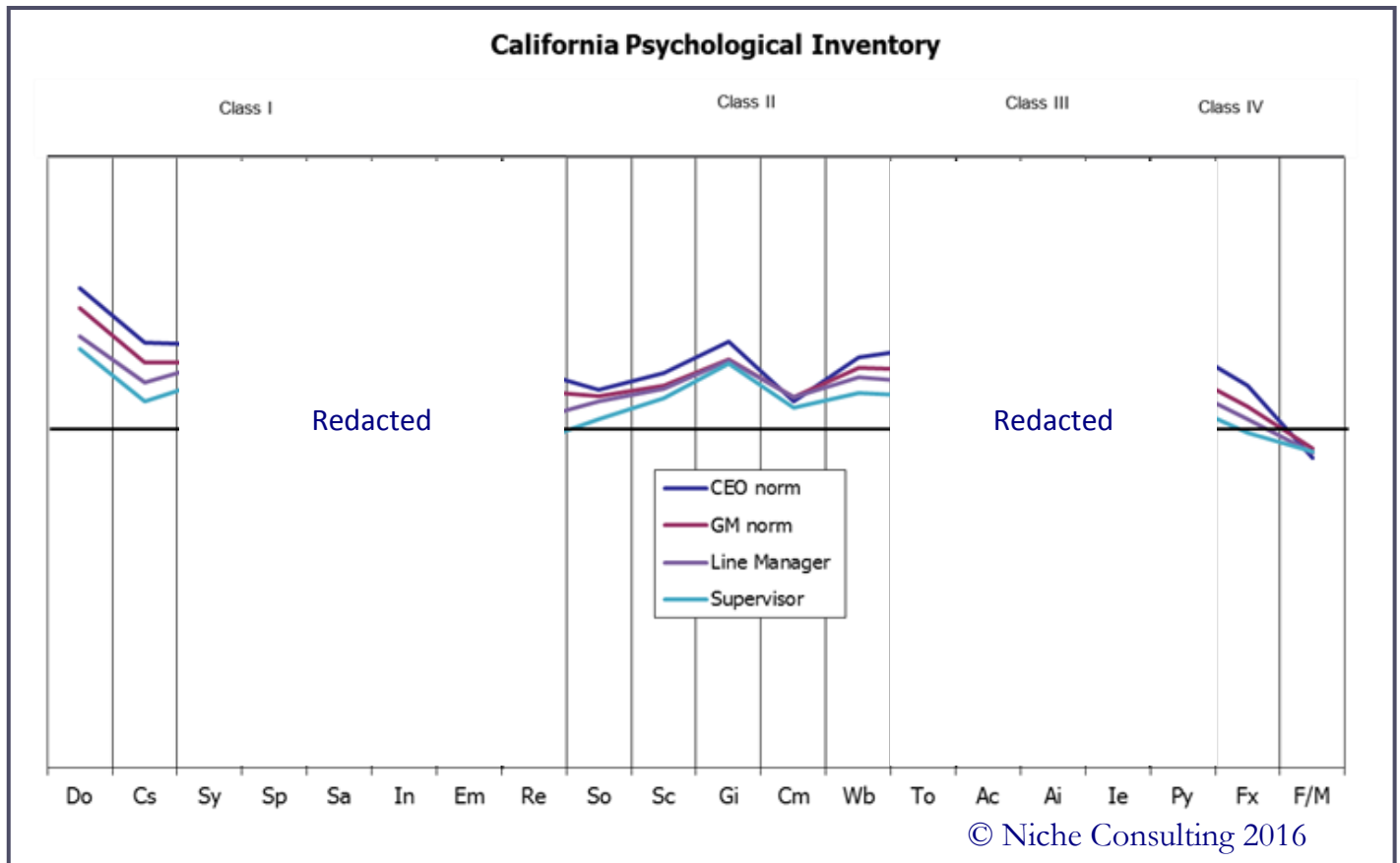
This trend is also seen on most of the ability test averages and norms. **We have redacted the some of these results from this online version of our newsletter,** please contact us if you are a potential client interested in seeing these results in their full detail.

NORM GROUP © Niche Consulting 2016	Average IQ	Average Verbal Comprehension	Average Numerical Reasoning	Average Verbal Reasoning
GM	28.6	redacted	12.3	redacted
Senior Line Manager	redacted	21.1	redacted	15.6
Line Manger	24.6	redacted	10.7	redacted
Supervisor / Team Leader	redacted	15.4	redacted	11.2