

Kiss the Fish Joins Forces With Thomas International...

Testing for Success



Developing people for your business has never been easy, but it is a crucial component of organisational success. Thomas International is a leading provider of psychometric assessments and their personal profile analysis (PPA) is used by

organisations of all types to pinpoint staff with high-potential, and to help them maximise their potential. It is also an efficient recruitment tool, and has been proven to help with retention rates.

Kiss the Fish has teamed up with Thomas to offer clients the opportunity to benefit from PPA – here we take a closer look at the tool and how it could work for your business.

What will PPA tell me?

PPA provides an insight into how people behave in a work environment. It answers questions such as: what are their strengths and limitations? Are they self starters? How do they communicate? What motivates them?

The PPA report describes an individual's preferred behavioural style in terms of four opposing factors: D = Dominance, I = Influence, S = Steadiness, C = Compliance. The relative combination of these factors within an individual determines their work personality.

When would I use it?



Behavioural profiling can be used as part of the training process to pinpoint positive and negative behaviours. When used as part of a personal development programme it is particularly useful to show areas for change to improve personal

performance. With guidance it will enable more effective people management and it can be used to improve the recruitment process and increase staff retention.

PPA enables your people to become more aware of their work style. By improving their self awareness you give them the means to consolidate their working strengths and

compensate for their behavioural limitations. Insights gained from the report lead to a greater understanding of why people behave the way they do and can be used to improve managers' communication skills.

For recruitment, PPA can identify what sort of job an individual will be good at, how well they will fit within a company's culture and even how far they will go in their career.



How can it help my business?

By showing your employee's why they struggle with a change agenda or performance plan you can motivate them better and change faster with more success.

You are only as good as the people you employ and recruiting, retaining and developing the right people will give you a competitive edge. Research has shown that recruitment mistakes can cost a company up to 2.5 times a person's salary, so it's worth investing a little time and effort getting it right.

PPA is fast, fair and objective. It's often said that organisations hire people because of their skills but lose them through behavioural differences – by adding behavioural profiling to your recruitment armour, this need not be the case.

How does PPA compare to other profiling products?

PPA has received a Certificate of Registration from the British Psychological Society (BPS) to confirm it meets all psychometric requirements for use as a psychological tool. In simple terms this means 'it does what it says on the tin'!

The assessment takes around 7-8 minutes to complete - very fast compared to many products. PPA is online, easy to use, and can be completed in-house or emailed for remote completion.

PPA is competitively priced, offering real 'value for money' versus other products that may be cheap by psychologically unsound, or expensive and well tested, but more complex and time-consuming than a company requires.