

Niche Update

Special points of interest:

- Outplacement Services
- Anita joining Niche
- "Faking" research
- SIOP conference
- New Report Style

SIOP Conference 2008 San Francisco

Neisha and Anne-Marie went to the SIOP (Society for Industrial & Organisational Psychology) conference in San Francisco in April this year. At Niche we believe it is very important to keep up with international trends and research and as such are committed to regularly attending conferences that allow us that exposure. What is interesting about these conferences is that we often both find interesting new research but also find research that validates what we have been doing and believing in for years. Anne-Marie went to presentations on Leadership and Coaching, which confirmed it is best practice to do psychological assessment prior to the interventions – something we at Niche have always recommended. Neisha attended presentations in her areas of interest and these included research into "faking" and ways to prevent it as well as the use of bogus items to catch people who are "fakers" (see page 3 for more information on "faking" research). As a SIOP member Neisha gets regular updates and keeps in touch with trends out of the US, which we integrate into what we do.



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Welcome to Anita Corcoran



We are pleased to have Anita join the Niche team, assisting Traci with the test administration and general administration side of the business. This will free up Georgina to do more consulting work and in particular she has a very strong background in Outplacement and Career Transition work. Anita and Georgina have worked together before and Anita has a strong interest in the area of psychology and psychometrics as well as lots of project management and administration experience.

Faking Research and the Californian Psychological Inventory (CPI)

At the SIOP conference in San Francisco earlier this year, Neisha attended a lot of sessions on personality testing, faking, and other research in this area. Some of the research around the “faking” of personality inventories have shown:

- ◆ That those with a lower IQ tend to “fake” more than those with a higher IQ.
- ◆ The longer the test takes to complete the less faking occurs – which is a good reason to stick with a tool such as the CPI434 as it deters “fakers”, being longer than most.
- ◆ Faking is not a “red herring” as some researchers have stated, it is a real issue affecting the use and validity of personality inventories.

Much of the research in the “faking” area has been done in laboratory settings where the same people take the test under 2 conditions: 1) do it normally 2) try to fake it. However, there has been concern about the transferability of the results to a business setting. For the past 3 years Niche have been re-testing people on the CPI who have “faked” when applying for roles. In our sample there seems to broadly be two strategies people tend to use when faking and are asked to re-sit the questionnaire. These are:

1. *Change the responses to be more honest and candid (77% of people) - so the results are valid for the 2nd*
2. *Fake it again and not change the responses much (23% of people) which means the profile is of limited use*

Typically a “faked” profile will have both very high *Good Impression* and very high scores of scales around work ethic such as *Responsibility*, *Socialisation*, and *Self Control*. The CPI is one of the only tools that definitively shows a “fake” which we are advised is not valid or useable. Hogan Tools and SHL’s OPQ do not have such strong measures of “faking” and the test makers do not ever recommend re-testing even when a profile may have been impacted by “faking” or impression management. Below is a diagrammatic of a typical CPI “faked” profile. The sample size of people we have who have completed it twice is getting to a respectable level (over 130 people) and, as we add more to it, have some interesting data to analyse and present the findings in due



course. We believe that with this data we could contribute to the research area of “faking” significantly. The incidence of “faking” we are re-testing is relatively low at 6.12% of people we have assessed on the CPI since 2005. Research has shown that being careful to explain that candidates need to be honest in their responding and that there is a measure to pick-up “faking”, can reduce faking. We believe this has helped us to keep the incidence rate down, though unfortunately has not eliminated it completely.

Niche Change Management and Redundancy Support

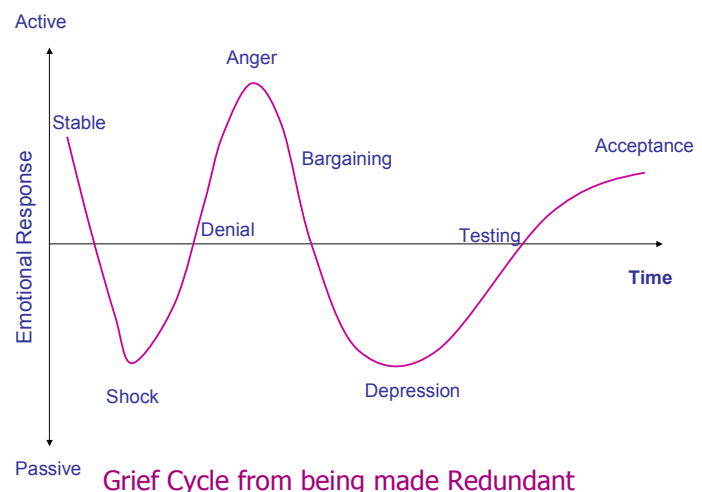
As you will be more than aware, we are in the first recession for 10 years and with this comes the unfortunate but often real need to downsize in certain areas of a business and perhaps lose some staff. Major restructuring and redundancies were a relatively regular occurrence throughout the 1990s but we have had the good fortune with the economic boom of the last decade to be able to avoid this on the whole.

Now that Georgina Ellis has joined the Niche team with her significant background in Outplacement and Career Management services combined with our current Organisational Psychological expertise, we are in an excellent position to be able to provide these services should your organisation have a need for them. We can assist staff with training and support before, during and after restructure to help them deal with and adjust to organisational changes and stress that comes with these. As far as services for those whose jobs have been made redundant, we can provide packages ranging from high end individual executive programmes all the way through to group facilitation with the likes of customer service or factory staff.



Our programmes can include such areas as:

- ♦ change support & counselling
- ♦ self assessment
- ♦ psychometric testing
- ♦ career options analysis
- ♦ personal goal setting
- ♦ job search strategy
- ♦ self-marketing skills
- ♦ interviewing techniques
- ♦ CV preparation
- ♦ dealing with recruiters
- ♦ job search support



We can tailor these programmes to both the individual's and the company's specific requirements. These services can assist in minimising the negative impact of necessary changes to organisational structures and enable organisations to adapt to these changes more quickly and lessen the impact on their productivity. All our programmes have psychometric assessment built into them and are delivered by Registered or Intern Psychologists who have extensive networks within the recruitment industry.

New Assessment Report Style Coming Soon

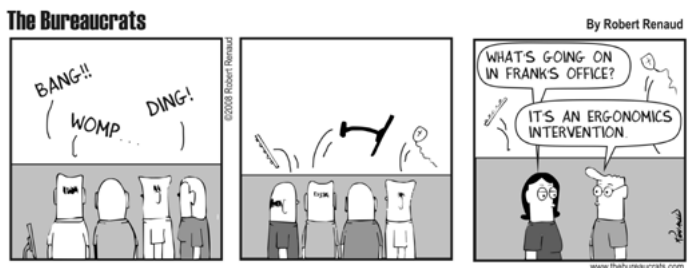
At Niche we like to continually improve on the things that we do and as such we have revamped the old report format and will be releasing a new report format to you soon which has a more modern and updated look. We hope you like it, our team are excited about the new look and we will change all the templates for each client so all reports will be updated soon. We would be happy to get any feedback you have about these, we hope you like them too.



Thank Goodness it is Finally Spring!



We in Auckland have noticed that being able to see the sun finally and have no rain for a few days has lifted our spirits again and now it is officially spring we can look forward to longer days and more settled weather. On the day we printed this newsletter there were only 114 days left until Christmas.....



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