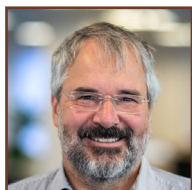# Great 8 Type Success Factors: Observed Validity of Ipsatised Personality and Competency Measures

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Objective: This paper builds on the ipsatisation technique outlined by Bartram (1996) to explore validity in the prediction of performance from personality variables. Bartram (2007) found that observed validity could be increased through 'Forced Choice' (over normative) criterion measurement when the predictor measure was held constant (which happened to be OPQ4.2 - an ipsative measure of 30 scales). The purpose of the paper is to explore the observed validity of ipsatised predictor-criterion pair factor domains delineated by the Success Factors model (Kurz, 2020).

Method: 485 participants completed Personality Factors (PF48) featuring 240 items that measure 48 facets grouped into eight Success Factors (based on Kurz & Bartram, 2002) as well as Competency Factors (CF48) which features 48 structurally aligned competency items. Each participant had at least one reviewer rater on the observer version of CF48.

Results: Average observed criterion-related validity across the Great 8 Success Factors was .44 ranging from .29 for DRIVER with DRIVING SUCCESS to .51 for CONTROLLER with STRUCTURING TASKS. The correlation results suggest that INVESTIGATORS struggle with building relationships whereas INTERACTORS struggle with processing information. CONTROLLERS find it difficult to show proactivity and INVENTORS find it difficult to structure work. Furthermore, DRIVERS are less likely to support individuals and SUPPORTERS less likely to evaluate information.

Conclusion: The research shows that ipsatised scores on structurally aligned Success Factors show sound levels of observed validity. Combined reporting in the Great 8 Type Report facilitates discussions of potential and performance as well as Learning Agility and Emotional Intelligence.

Biography:

Rainer Kurz is a Chartered Psychologist based in London. Since 1990 he has worked in Research & Development roles for leading test publishers SHL, Saville Assessment and Cubiks before joining HUCAMA in 2020 as Chief Psychologist to develop the HUCAMA FACTORS suite of ability, personality and competency assessment tools with CEO Michele Guarini. Rainer developed 50+ psychometric tests and authored more than 150 publications. He is a Consultant Editor for Test Reviews at the Psychometric Testing Centre (PTC) of the BPS.

Rainer studied Psychology in Germany before completing his MSc Industrial Psychology at Hull University and his PhD at UMIST.