



Unrivalled Educational Norms

Wide application in SLT recruitment

*Everything we do is backed by an unrivalled record of success, and a dedicated team, empowered to meet your needs...*

*...you can count on it.*

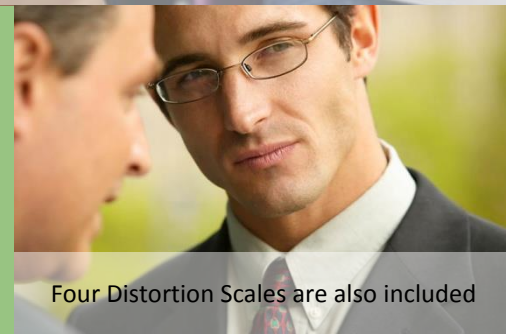
UKPQ™ is a personality questionnaire that has been developed in the United Kingdom in the middle years of the first decade of the 21st century. It is therefore one of the most modern instruments available. It should be remembered that the language and terminology of the workplace changes rapidly, as does the behaviours most likely to predict success. The personality questionnaire designed to select appropriate behaviours to the 1940's, the 1960's – or even the 1990's – may not be appropriate to 2013 and beyond.

The UKPQ™ measures twenty scales in total. These comprise sixteen different personality dimensions, and four 'distortion' scales. Each of the dimensions is bi-polar – the opposing 'extremes' represent and measure opposite personality traits (e.g. Interpersonal Warmth vs. Interpersonal Coolness; Openness to Change vs. Resistance to Change etc.).



**With a high presence in the UK, ASDTi provide a range of services to the 11-19 and Sixth-Form sectors**

- MORE WORK-FOCUSED – LESS WORK-FOCUSED
- WARM & FRIENDLY – COOL & RESERVED
- DETAIL-CONSCIOUSNESS – FLEXIBILITY
- LESS WORK-STAMINA – MORE WORK-STAMINA
- OPEN TO CHANGE – TRADITIONAL
- OUTGOING – SOLITARY
- ASSERTIVENESS – PASSIVITY
- PESSIMISTIC ABOUT SUCCESS – OPTIMISTIC ABOUT SUCCESS
- EMOTIONAL – SELF-CONTROLLED
- GENUINE – PERSUASIVE
- PREFERS FLEXIBILITY – PLANS AHEAD
- DOESN'T LIKE TO FOLLOW RULES – ENJOYS FOLLOWING RULES
- RELAXED – WORRYING
- CONSULTATIVE – NON-CONSULTATIVE
- AWARE OF IMPACT ON OTHERS – NON-AWARE
- MORE MODEST AND HUMBLE – LESS MODEST



- Four Distortion Scales are also included**
- LESS SOCIALLY DESIRABLE ANSWERS – MORE SOCIALLY DESIRABLE ANSWERS
  - LESS ACQUIESCENCE – MORE ACQUIESCENCE
  - LESS RANDOMLY RESPONDING – MORE RANDOMLY RESPONDING
  - LESS CENTRAL TENDENCY – MORE CENTRAL TENDENCY





*Our client list includes many household names, but our relationships are long-term. We look for results that will last...*

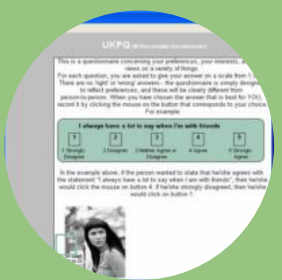
*...you can count on it.*

UKPQ™ is extremely powerful, very reliable and supremely accurate – yet it’s incredibly simple to use. Further, it has exceptional reliability AND validity in education, and has unrivalled UK senior leadership norms. Many 1000’s of school leaders have completed UKPQ since 2005.

We carry out all testing for you – on-line, with no hassle to yourself. All we need is a contact number and e-mail address for the people you would like to test. You will usually have your report within a couple of days (and it can be within the hour if the testee is available).

UKPQ™ is unique in the flexibility it gives you.

**ASDTi have been test publishers for over ten years, with a range of psychometrics, normed in the UK**



**Discover more at [www.asdti.com](http://www.asdti.com)**

*“ASDTi have the products to help at every step of a recruitment process. As clients we are absolutely delighted” Principal, NEW College Pontefract*

#### TO EXAMINE TECHNICAL INFORMATION

If you would like to learn more about the technical excellence of the UKPQ™, please visit [www.UKPQ™.co.uk](http://www.UKPQ™.co.uk) and follow the links to 'reliability' and 'validity'.

#### TO ORDER UKPQ™

You can order UKPQ™ by purchase on our website [www.ukpq.co.uk](http://www.ukpq.co.uk) or by contacting us via the same site. Our friendly, efficient staff will talk you through the process, and arrange any training you require. UKPQ™ is extremely affordable, but has industry-leading accuracy – contact us for a quote.