

UKPQ  
Excellence in Assessment

UKPQ™ BROCHURE 2016-2017

Unrivalled Educational Norms  
Wide application in SLT recruitment



ASDTI



## What is UKPQ™?

UKPQ™ is a personality questionnaire that has been developed in the United Kingdom in the middle years of the first decade of the 21<sup>st</sup> 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.).

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

LESS SOCIALLY DESIRABLE ANSWERS – MORE SOCIALLY DESIRABLE ANSWERS  
LESS ACQUIESCENCE – MORE ACQUIESCENCE  
LESS RANDOMLY RESPONDING – MORE RANDOMLY RESPONDING  
LESS CENTRAL TENDENCY – MORE CENTRAL TENDENCY

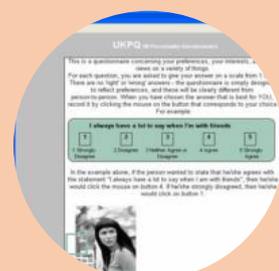
UKPQ™ is extremely powerful, very reliable and supremely accurate – yet it's incredibly simple to use. Further, it has exceptional reliability AND validity in education, and has unrivalled UK senior leadership norms. Many 1000's of school leaders have completed UKPQ since 2005.

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.

UKPQ has 199 questions, and takes about 25 minutes to complete. We compare your testee to an appropriate norm group (we have extensive norms in the UK education sector, far surpassing those of almost any other questionnaire), and we will write a report highlighting potential strengths and weaknesses, together with possible interview questions for you to use in selection.

## How does it work?



## The next step...

### **TO ORDER UKPQ™**

You can order UKPQ™ by simply telephoning 01457 851407 in the United Kingdom. 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.

### **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 CONTACT US**

There are several ways to contact us:

Firstly, you can visit [www.asdti.com](http://www.asdti.com) and follow the links to 'contact us'.

Secondly, you can send us an e-mail at [pp@asdti.com](mailto:pp@asdti.com)

Thirdly, you can telephone us on 01457 851407 in the UK or +44 (0)1457 851407 elsewhere.

Fourthly, you can write to us at

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