



PERSONA



Making accurate and timely decisions regarding an individual's future career is a serious responsibility and one that Sycadex has constantly held as a priority when designing innovative assessment tools.

Persona is designed to reveal an individual's true identity so that employee convictions, aspirations, motivations, perceived strengths and areas for development can be identified. The information provided by this assessment can be used as a springboard to determine management potential and training needs, uncover attitudes to pressure, customer interaction, work life balance and assess or predict team relations.

So, what exactly is Persona?

Persona is an employee developmental tool designed to provide an in-depth and objective appraisal of an existing employee. Persona ultimately enables an employer to establish a greater understanding of an employee from a variety of perspectives. Feedback is provided in a series of modules including:

- **self development over time**
- **personal qualities and values**
- **work life balance**
- **identity variants across contexts**
- **responses to and causes of stress**

The detail within these modules will surprise you and will provide deep insights into subtle aspects of identity such as:

- **sources of personal confidence and stress**
- **flexibility and rigidity on work issues**
- **openness to change**
- **creativity and innovation**
- **preferred working style and culture.**

This in turn help you to:

- **assess the suitability of the employee to specific jobs and/or cultures**
- **define training and development needs**
- **build more accurate personal career plans**
- **reduce stress in the workplace**
- **achieve better overall results from your people**

The assessment takes approximately 30 minutes to complete and has been constructed in a user-friendly easy to understand format.

So, what makes Persona different to traditional psychometric assessments?

Persona is based on Identity Structure Analysis, a psychological concept designed to analyse identity. The concept has been built

on many years of research and is set to revolutionise the world of assessments, which in turn will improve the way in which companies manage recruitment, selection, development, planning and appraisals.

“The shoe that fits one person; pinches another”

Carl Jung

ISA allows you, in a selection or development environment, to learn much more about the underlying psychological processes and characteristics of an individual. ISA will investigate how the individual relates to specific roles and stereotypes, how positively/negatively they perceive different situations and events and their opinion of past, current, future and ideal scenarios. Through the application of a range of psychological techniques, ISA will identify the person's level of ambition, their level of contentment and fit with their current job and working environment and their perceptions of how others view them in the workplace.

This is just a taster of the technical benefits - we've actually devoted a whole website to it. So if you want to find out more, feel free to visit

www.analysingidentity.org

For more product & pricing information, then visit us at www.sycadex.com

Alternatively give us a ring and we'll be happy to talk you through the products on offer and the services available. All of our products can be tailor-made to suit specific organisational requirements so if you let us know what you want, we'll make sure we deliver what you need.

