

Cognitive Process Profile (CPP)

Innovative. Dynamic.
Valid



cognadev

Who is Cognadev?

And how can we help you?

Cognadev addresses a need in the talent management market for fair and valid ways to holistically and cross-culturally assess the psychological functioning, competencies and cognitive potential of individuals in the work context and in higher educational environments. With a focus on the skills and undeveloped potential of people, the contextual requirements of work, gap analyses and people development, the aim is to optimise the matching of people and work, and thereby organisational viability and socio-economic or societal impact.

Through innovative, world first, interactive and cloud-based assessment techniques we offer cost effective on-line psychological evaluation, scoring and reporting. Our products aim to assist organisations to improve their talent management initiatives including: recruitment, selection, placement, performance management, team compilation, succession, people development, remuneration and data analytics, all of which are aimed at leadership identification and development, organisational culture management, job- and organisational structuring, intellectual capital management, and virtual talent pool solutions.



“ There is, however, a company called Cognadev, which has done fantastic work in creating instruments to put people management decisions on solid ground, and if you have good people there is no limit to what you can achieve. ”

- Johan Gevers, Founder and CEO Crypto City, Zug Switzerland



Cognitive Process Profile



Learning Orientation Index



Value Orientations



Motivational Profile



Performance Risk Profile



Contextualised Competency Mapping



Integrated Competency Report



Cognitive Process Profile (CPP)

The Cognitive Process Profile is an advanced computerised assessment technique which externalises and tracks thinking processes to indicate a person's cognitive preferences and capabilities. Using both structured and unstructured information, the CPP measures a person's intellectual functioning in unfamiliar contexts.

The CPP indicates a person's cognitive styles, information processing competencies, learning potential, a suitable work environment and developmental needs.

The CPP is based on a self-contained theoretical model of thinking processes, the IPM, the construct validity of which was analysed rigorously. It capitalises on a unique assessment methodology.

“ We have been using the CPP for a number of years and find the results most valuable to inform our talent management decisions. **The CPP is probably the best kept secret in psychometric assessment.** ”

- Lynn Rutherford, Group Vice President Learning and Development, Brambles UK



Applications

CPP results are thus typically used for purposes of intellectual capital management, including:

- selection
- placement
- team compilation
- leadership solutions and succession
- career guidance, career pathing, promotion
- people development solutions
- talent pooling
- job and organisational structuring
- employee engagement



Features

The CPP is characterised by:

- interactive and detailed measurement of thinking processes
- automated and web-enabled
- sound theoretical foundation with construct validity
- designed for cross-cultural and global application
- indication of current and potential intellectual performance
- clear indicators for placement, succession planning and development purposes
- integrated developmental guidelines



Benefits of the CPP

- The CPP measures the intellectual functioning of adults in a valid and clear manner.
- CPP results thus:
 - guide talent management decisions
 - optimise the effectiveness of the most crucial resource of an organisation, its people
 - reduce people risks in the organisation
 - prevent work and educational failure, frustration as well as the associated costs
 - ensure the strategic viability of the organisation
 - improve the adaptability and agility of the organisation
 - the comprehensive report has been designed for various applications
 - the data informs analytics for talent management

“ I would happily endorse the CPP in particular... there is nothing like it in the marketplace and I can completely see its value. I can recommend it in the highest possible terms. Similarly the Values Orientation (VO) I found to be excellent. ”

- Prof Randall Peterson, Professor of Organisational Behaviour, Chair, Organisational Behaviour Faculty London Business School



Benefits of the CPP methodology

In addition, the CPP transcends the methodological limitations of conventional Psychometrics including IQ tests, interviews and assessment centres in that:

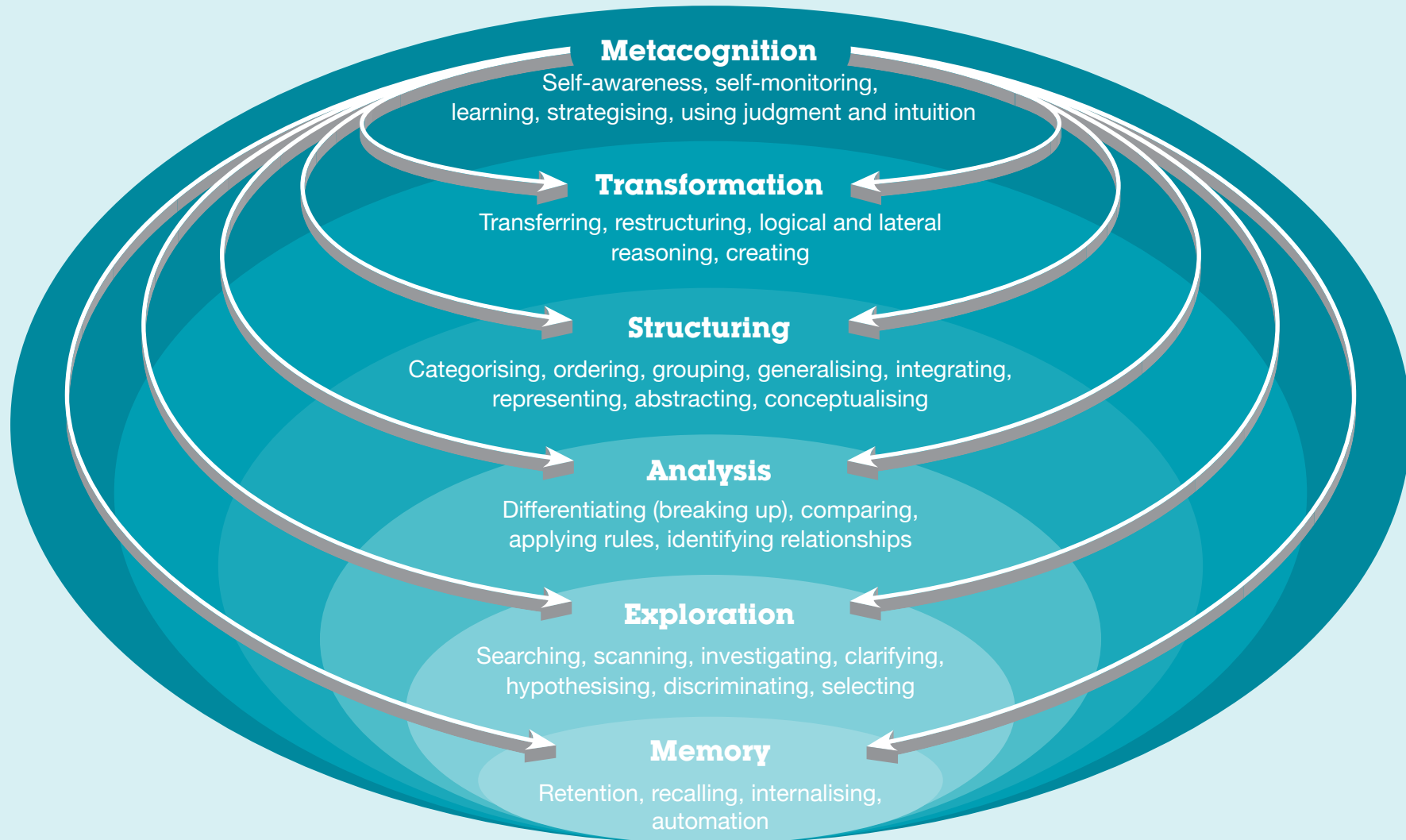
- it can be applied cross-culturally in a fair and valid way
- it does not involve subjective evaluation by a facilitator in that all scoring is objectively done by algorithmic expert systems
- it does not unfairly benefit extraverted or verbally skilled test candidates
- its validity is not limited by inter-rater reliability issues
- speed does not contaminate power scores
- it allows for the tracking of a large number of cognitive skills, including both preferences and capabilities
- it does not only measure convergent logical analytical thinking as applied to structured domain specific knowledge (as IQ tests do)
- its administration takes place in a standardised manner to enable the comparison of profiles
- it does not rely on existing knowledge or domain-specific reasoning skills as are typically used by verbal, numerical and spatial ability tests

“ *As an executive coach and management consultant in the areas of strategy, leadership and talent management, I have been using the CPP for the past two decades and find it profoundly valuable in understanding and predicting performance and capability in work environments characterised by different complexity and competency requirements. As a standalone or part of an assessment package it adds powerful insights as no other tool in the cognition and strategic thinking space.* **”**

- Tanya Diesel, Founder and CEO Aspirall Australia

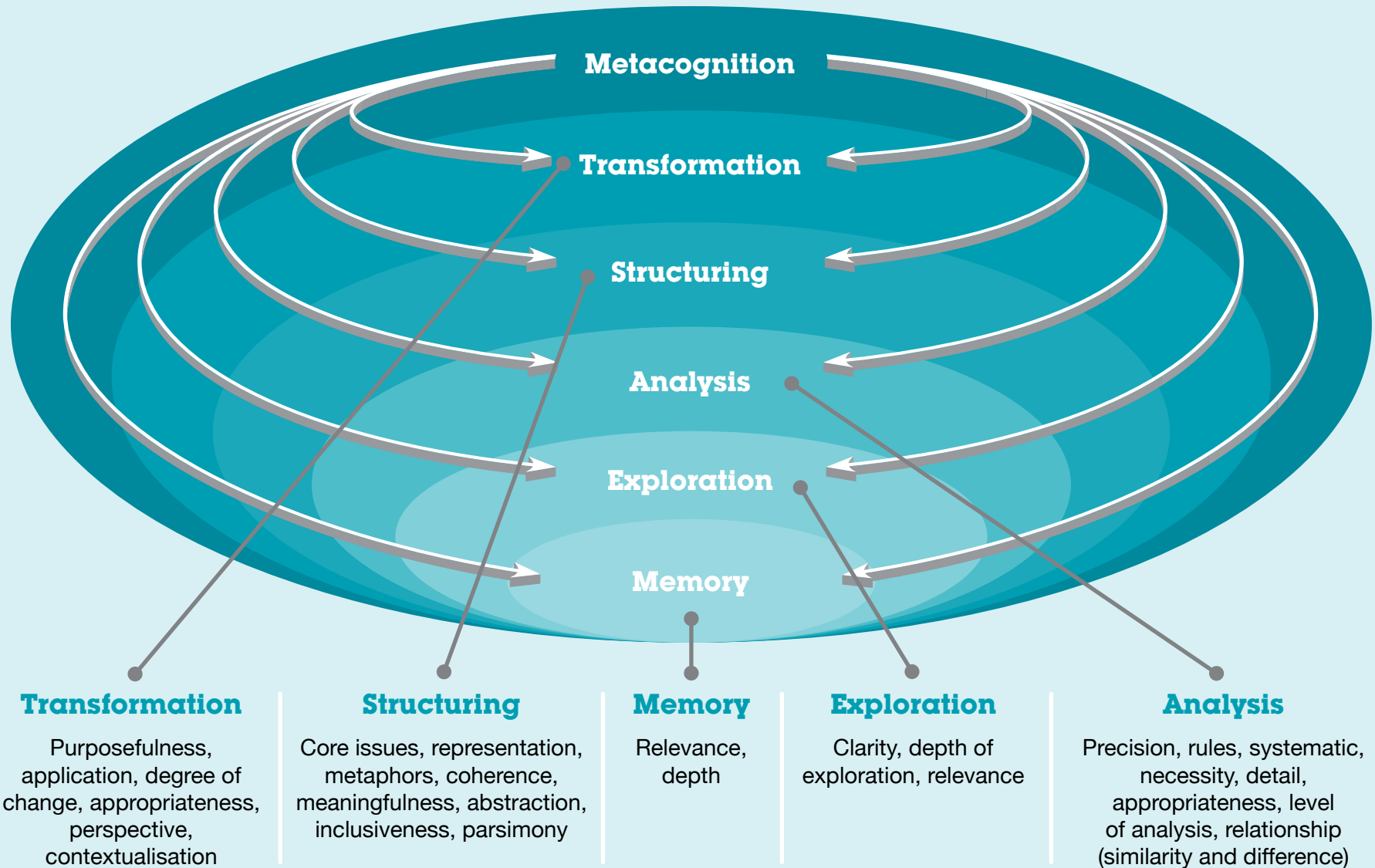
The Information Processing Model (IPM)

The cognitive processing constructs measured are:

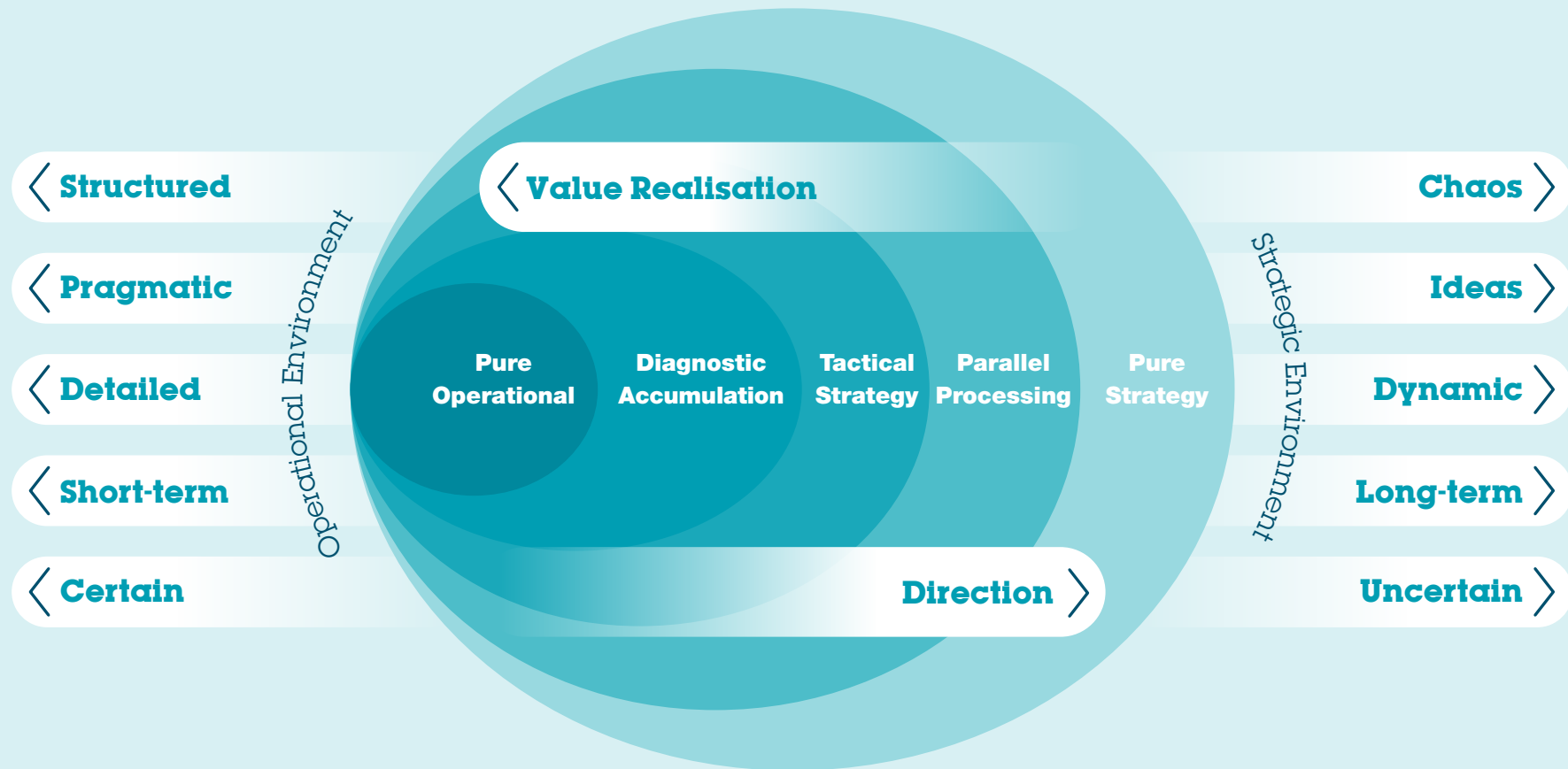


The Theoretical Model: Metacognition

The metacognitive criteria measured by the CPP



Complexity Preferences and Suitable Work Environments




Assessment Methodology

- The unique methodology used by the CPP enables the tracking of information processing skills.
- The results are algorithmically analysed and various automated reports are generated which indicate a person's scores on the following constructs:
 - specific cognitive processes, such as memory, exploration, analysis, structuring, integration, transformation and metacognition
 - complexity preferences and capabilities
 - suitable work environment
 - preferred thinking styles
 - the pace of work
 - the rate of understanding and insight
 - learning potential and cognitive modifiability or agility
 - in-depth developmental guidelines

Research Results

- A CPP Technical Manual is available in which a large number of research findings are reported on.
- It includes the following metric properties of the CPP:
 - Construct validity
 - Concurrent Validity
 - IQ tests
 - Structured interviews
 - 360 degree evaluations
 - Assessment centre results
 - Personality tests
 - Emotional Intelligence tests
 - Values
 - Predictive validity
 - Test-retest reliability



*“ At the Lund School, we have conducted exploratory studies and found significant correlations between processing skills as measured by the Cognitive Process Profile (CPP) and strategic capacity as measured by interview and questionnaire assessment methodologies. We are therefore optimistic about the potential of the CPP as **the missing link** in talent identification and intellectual capital management. ”*

- Dr Stein Kleppesto, Associate Professor Lund University
School of Economics and Management, Sweden

Validity and Reliability - CPP Quick Stats

Construct Validity

The CPP SEM Model-Fit (Validity)

Goodness-of-Fit index (GFI) from a RAMONA structured equation model (SEM): .98 (.97 AGFI).

The Information Processing Model (IPM): SEM Model fit (Construct validity)

Goodness-of-fit index (GFI) from a RAMONA structured equation model (SEM): .98 (.97 AGFI)

Reliability

Cognitive styles: .73 - .87

Information Processing Competencies: .77 - .94

Levels of Work: .83 - .87

Validity

	Criterion	Median r	Maximum r
	Abilities/IQ	.40	.69
	Critical Reasoning	.50	.64
	Personality (Other)	.05	.21
	Structured interview: Career Path Appreciation (CPA)	.25	.45
	Job Performance	.25	.98
	HR Assigned Competences	.39	.61
	University Performance	.48	.61
	Current SST Job level predictions	.44	.98
	Potential SST Job levels	.42	.71
	AI – Career group comparisons	In terms of factors and thresholds	





Practicalities



Duration

Approximately 1 to 3 hours
(no time limitation)



Responses

Behavioural responses are tracked
No right or wrong answers



Material

Online cognitive assessment
(secure internet connection)
One laptop per candidate
External mouse, Headphones



Administration

Proctored / supervised by an
accredited practitioner (without direct
involvement during the assessment)



Test language

English, French, Dutch, German,
Russian, Chinese, Polish, Portuguese,
Italian and Spanish



Report

Fully customisable reports or summary
reports available in specific languages



Accreditation

Required for administration,
interpretation and feedback, HPCSA
and BPS registration

“ The Company has in the past capitalised on costly interviews and assessment centre methodologies for executive selection, placement, personal development and succession purposes. Cognadev has, however, offered the organisation an innovative and holistic leadership assessment approach which has been well received by the executives assessed, the Executive Committee and the Board. Based on the value add of the Cognadev approach we were able to extend the scope of the assessment initiatives. ”

- Holcim Group Services Ltd, Willie Smit, Group Head Human Resources

Contact Us

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