

# HUCAMA Factors

## Validation Study Participation Opportunities

**HUCAMA, a leading international talent assessment company, is embarking on a validation study designed to empirically cross-check and refine the structure of two interlinked assessment tools.**

HUCAMA Personality Factors is a comprehensive self-report questionnaire that covers the ground of the academically leading Big 5 personality factors model. Following two pilot studies conducted in 2019 and a development study involving 466 professionals and managers the model was unveiled by Dr Rainer Kurz at The Psychometric Forum in November 2020.

Personality Factors features 8 factors measured through 48 facets broadly comparable to the scales contained in NEO, OPQ, Wave and PAPI. The questionnaire uses the 9-point Likert scale of the TDA (Goldberg, 1992) that in turn underpins the revolutionary Periodic Table of Personality developed by Woods & Anderson (2016). It also features a dynamic Extreme Tie Breaker approach that builds on Kurz (2019). Completion of the 240 statements takes about 35 minutes.

HUCAMA Competency Factors is a comprehensive feedback questionnaire that covers the ground of the Great 8 competencies (Kurz & Bartram, 2002), Transformational & Transactional Leadership, Emotional Intelligence and Centre of Creative Leadership (CCL) derailment research. Completion of the 48 statements takes about 8 minutes.



The questionnaires can be completed in Danish, English, French, German, Swedish and Spanish. Research participants will receive a detailed computer-generated report describing their personality.



Ideally participants would complete both questionnaires and preferably add raters who can provide feedback on their work styles. A Personality Factors report will be issued free-of-charge. A Competency Factors report will also be issued where 2 or more reviewers provided feedback.



Experienced test users (e.g. 'BPS Registered Test User: Occupational, Personality' or similar) who recruit at least 5 study participants will be eligible for free transfer accreditation training. Those who recruit at least 25 participants will be eligible for a free HUCAMA online assessment system account.

**For further information please contact the instrument authors:**

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# HUCAMA Factors

## People Analytics Study Participation Opportunities



**HUCAMA, a leading international talent assessment company, is offering a People Analytics report to identify success drivers and build smart people assessment solutions for the employee life cycle. Study participants complete two HUCAMA tools and receive reviewer feedback.**

- 1** HUCAMA Personality Factors is a comprehensive self-report questionnaire that covers 8 factors measured through 48 facets. Completion of the 240 statements takes about 35 minutes.
- 2** HUCAMA Competency Factors is a comprehensive feedback questionnaire that covers 8 factors measured through 48 competencies. Completion of the 48 statements takes about 8 minutes.
- 3** Feedback on the work styles of participants is gathered from reviewers such as line managers and peers. Completion of the 48 statements takes about 8 minutes.

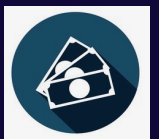
Through HUCAMA People Analytics competencies and underpinning personality traits that drive performance are identified. Study findings can inform the design of assessment solutions for entry-level, professional and executive roles. The well-proven HUCAMA methodology can also be deployed for continuously monitoring the driving forces of the company to remain agile and competitive.

The report gives management an overview, and an understanding of the strengths and weaknesses of the company. Naturally, it also enables management to identify areas where they may need to develop and strengthen the talent pool – and thereby also strengthen the company's competitiveness. Inferences can be drawn on the current culture with view to culture change initiatives.



In one study analysis showed what competencies differentiated in sales between 'Hunter' and 'Farmer' approaches. From our results the company designed a recruitment process that was lean and relevant. In this process they managed to reduce complexity and design for an international alignment that increased quality of hire and reduced recruitment costs significantly.

**A People Analytics report is offered free-of-charge (worth 5 consultancy days) provided that at least 100 individuals participate in our global study.**



**For further information please contact the instrument authors:**

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