

iWAM

WORK MOTIVATIONAL
PROFILING TOOL

Attitude Matters

APIC
ASIA PACIFIC
INSTITUTE
OF COACHING
empowering you for life

A successful strategy is to hire on attitude and train for competence.

Success at work is the product of having the right knowledge and the right attitude. You can teach someone the right knowledge, but you can't teach attitude.

Trial the
iWAM Today...
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You know how important it is to have the right employees. Having the right employees will dramatically affect the business performance and the team unity. Be sure that you have the right person before it's too late.

But how can you really know for sure? How can you objectively and accurately measure a person's attitude or motivations? Trying to collect this kind of complex information during an interview requires costly recruiters, and is very time-consuming.

The solution is the iWAM. The iWAM is an objective test that accurately measures how people process and use information through metaprograms (motivational and attitudinal patterns). This test combines recent developments in cognitive science with years of proven research to bring you an easy, efficient way to match the right people in the right organization/culture.



SPEED

Why waste time with unnecessary interviews? With APIC, you can get access to a protected online HR environment, where you can invite candidates, print an individual's report immediately after the test has been taken, and follow up the candidates by e-mail.

CLARITY

The easy-to-use management report explains the data in a way the HR manager will understand. Each section clearly explains how the 48 measured parameters apply to the individual, and how this will affect the person's performance and motivations on the job.

RELIABILITY

Accurate research is our priority. The iWAM has been designed to eliminate test falsification, and several universities have worked with us on the validation of the tool.

The iWAM Provides You With

FLEXIBILITY

The iWAM management report can also be used as a management and team building tool. The report indicates how a person will react as a manager, in an administrative function or in a customer-oriented function. It even indicates what kind of language will motivate the person.

VALUE-BASED COST

The iWAM is available at a value-based cost vs. other tools. This is made possible by the online nature of the test, and our commitment to customer satisfaction.

EFFICIENCY

Sometimes the moment a candidate walks into the door you get this feeling that the interview might be a waste of time both for you and the candidate. Since the iWAM is available online, it saves you time by testing people even before inviting them for an interview.

“What I love about the iWAM is that it makes it easy to know how to motivate or coach an employee.”

– Dr. Marilyn Powell,
EQ at Work

The Science Behind the iWAM

THE iWAM OBJECTIVELY AND ACCURATELY MEASURES 16 CATEGORIES OF METAPROGRAMS (MOTIVATIONAL AND ATTITUDINAL PATTERNS) AND EXPLAINS HOW THEY RELATE TO EMPLOYEE BEHAVIOR.

1 ACTION LEVEL

Is the person proactive or reactive? How quickly does the person start taking action? How much patience does this person have?

2 ACTION DIRECTION

How well can this person maintain focus on the goals or focus on problem-solving?

3 EVALUATION REFERENCE

Do they decide for themselves or do they need others to give advice or even make a decision?

4 TASK ATTITUDE

Does this person follow given procedures or do they generate alternatives?

5 TASK ORIENTATION

Does this person tend to look at the details or the big picture?

6 COMMUNICATION SORT

How are this person's nonverbal communications organized? Do they communicate non-verbally or not?

7 WORK ENVIRONMENT TYPE

Does this person want to work around other people or not? Do they want social contact or not?

8 WORK ASSIGNMENT TYPE

Does this person want sole responsibility for the work results or do they want to share that responsibility?

9 RELATIONSHIP SORTING

Does this person want to move from one thing to another quickly or do they prefer stability?

10 WORK APPROACH

What is the internal process this person uses in relation to use, concept, and structure?

11 TEMPORAL PROCESSING (TIME)

When working on a task, are they remembering the past, are they thinking about the present, or are they planning the future?

12 MCCLELLAND'S MOTIVATIONAL TYPES

How is the person motivated by power, affiliation, and achievement?

13 NORMING (RULE STRUCTURE)

How does this person deal with the unwritten rules or the social contract in the work place? Do they feel the need to tell others how they should act?

14 INPUT REPRESENTATION

How is this person convinced about something or someone new? How do they gather the data to be convinced?

15 INTERPRETATION PROCESS

What do they do with that data to be convinced?

16 INTEREST FILTERS

What does this person pay attention to in the environment? What does this person have to be working with to feel successful?

A ONE PAGE OVERVIEW

IN A NUTSHELL

The Inventory for Work Attitude and Motivation (iWAM) is an online questionnaire that allows a person to identify attention filters and cognitive styles, called metaprograms (motivational and attitudinal patterns).

With the iWAM, one can predict what motivates a person, what their work attitude is and how they choose to communicate and to act at the workplace. The iWAM takes into account individual preferences and value each person for their strengths.

APPLICATIONS

- Recruiting and Assessment
- Team Management
- Organizational Culture (e.g. for Mergers and Acquisitions)
- Outplacement
- Conflict Management
- Coaching and People Management

FACE VALIDITY

Do people agree with what the iWAM tells about them?

On average people agree with 90% of the patterns. Further diagnosis shows that half of the disagreement can be contributed to people not liking the “verdict”, but the description being correct.

CONSTRUCT VALIDITY

Does the questionnaire measure what it claims to measure and is it well designed?

- The questionnaire is designed using 40 questions with 5 Variable Prioritizing statements, which creates 200 statements embedded within the iWAM to measure specific metaprograms.
- The correlation between the metaprograms from different categories is generally below 0.25, pointing that they are independent constructs.

TARGET POPULATION

The iWAM has been tested with approximately 200,000 professionals, managers and entrepreneurs in various functions from call desk employees to first line sales people to middle and top management.

CONSISTENCY

When testing people several times with the iWAM, how consistent are the results?

- 95% of the findings of the iWAM can be confirmed during a retest using the LAB (Language and Behavior) Profile® Interview.
- With a conventional test-retest, where people completed the iWAM a second time after a period of 1 month on average, the scores for most patterns remained within 5% of the original score, meaning that the iWAM assessment came to virtually the same conclusion regarding the pattern.

TEST TIME

On average, completing the iWAM takes 30 minutes. Most people complete iWAM between 20 to 40 minutes (no time limit is imposed).

PREDICTIVE POWER

The iWAM can predict 45% to 65% of the actual work performance of staff.

3-Day iWAM Certification

The 3 day program is an interactive and practical program designed to provide participants with the confidence, knowledge, and skills to use the iWAM as part of a variety of HR and consulting activities. The program includes a coaching and mentoring focus on the communication skills and self insight of the participants themselves.

- The 16 Pattern Categories Measured by iWAM
- Extensive and practical exercises to unpack and apply metaprogram knowledge
- The Link Between iWAM, Metaprograms, and Motivational Theories
- Introduction to the iWAM Reports: Individual, Paired Comparison and Team Reports
- High level coaching and Debriefing skills using iWAM Supervised practice in interpreting and the debriefing process in all three report types
- Introduction to Modelling and replicating expertise using iWAM
- Changing Metaprograms: innovative processes for adding flexibility to shadow metaprograms
- Managing the jobEQ/iWAM Online HR Desktop

Building Models of Excellence in an Organization

Profiling and interviewing the top performers in specific roles to identify the motivations and attitudes consistently linked with success in that role. This can then be used as a template for recruiting, performance appraisal and for coaching and training others.



A MODEL OF EXCELLENCE SIMPLIFIES AND INTEGRATES THESE THREE HR PROCESSES



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iWAM Work Motivational Profiling Tool

Please fill in the form and return by fax to +603 62099999.
We will contact you for further arrangements.

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NAME _____ MAIN PHONE _____
Title First Last

EMAIL _____ ALTERNATE PHONE _____

ORGANIZATION _____

ADDRESS _____

PLEASE INDICATE YOUR INTEREST

- I would like to register for the 3-Day iWAM Certification Programme.
- I would like to contact an iWAM Consultant for Coaching, Training or Building a Model of Excellence.
- I would like to take an online iWAM Profile (Individually or Team).