

(3) FAQ about the Digital Couch (DC) – Who What & When?

What is the Digital Couch used for?

The Digital Couch provides a highly valid and extremely thorough assessment of one's personality. It focuses on the normal personality and the results are primarily used in business.

Who should use the Digital Couch?

Human resources professionals who have an interest in employee selection and management development or Team building based upon Business styles or psychological variables should consider the DC. Organization Consultants (internal/external) and Human Resource Consultants who focus on "soft management" issues or Industrial Psychologists who want to provide their clients with highly objective and valid employee/candidate data.

How would professionals use the Digital Couch's psychological assessment?

- Screening employees for Culture fit and Style based upon psychological data.
- Screening employees for specific Job fit (e.g., Sales, supervisor, customer service)
- Provides basic data for Management development (What is the person like?)
- Team Development based on employee's style (Basic source of Group Dynamics).
- Conflict Resolution of Subordinate/Superior or internal "personality conflicts."
- As a supplement to Succession Planning (individuals innate strengths/proclivities).

Are there times when professionals should not use the Digital Couch?

Yes. If you feel the company wants to "screen people" for dismissal, wants a method to identify people for negative consequences or if a company prefers "skill based evaluations" (e.g., candidate has had appropriate professional experiences) or mistrusts psychological data. The bottom line is the client must have an open attitude about using psychological data for potentially positive employee outcomes.

How hard is it to get the data from the Digital Couch?

It is quite easy. The individual logs on to the Management by Design Website, uses a password and then inputs his/her name and the company requesting the data. Once the person completes the DC, Management by Design forwards the appropriate report to the client.

Do professionals need training to use the Digital Couch?

Yes. The degree of training depends upon how the professional intends to use the data and what level of data is required. The data presentation ranges from a simpler set of Business variables driven by a Virtual Psychologist that interprets the data for the professional to a more sophisticated report. In addition, should the professional have an interest in fully understanding the overt behavior, they can have access to the underlying dynamics and motivations.

Do professionals need an advanced degree to use the Digital Couch?

No. That is the whole point of the DC. The professional is already trained in Human Resources or a similar area, so he/she has a good understanding of organizational issues, their structure, the demands on people and other organizational concerns. However, they may need a method to provide a similar professional understanding of the person from a psychological perspective. Armed with the data from the DC and their professional experiences, they are in a much better position to help their client solve the presenting issue (e.g., selection, development), which is the client's REAL concern.

If I use the Digital Couch will it always solve the client's problem?

No. In all Human Resources issues where the DC could be helpful there is the need to understand the basic HR issue (e.g., selection, development, training), the expectations of the client company and the personality of the people involved. The DC helps the professional develop a better understanding of the "people component" but that may not solve the overall problem.

Does using the Digital Couch suggest that I'll never need additional advice/support?

No. The DC is designed to supplant the need for an industrial psychologist in many of the more typical situations. It gives the HR professional or consultant the best psychological support available (short of having a Ph.D. experienced industrial psychologist) and that usually addresses the psychological concerns in most business situations. However, like any professional situation, there are occasions where more sophisticated expertise is required. In these situations, the consultant may be unsure of what to do given his/her experiences and may require additional professional support.

Does Management by Design provide support for the Digital Couch?

Yes. Management by Design will train the professional in the most effective use of the DC based upon their level of interest and their intended use in their clients. However, Management by Design cannot always act as "ongoing consulting support" for the professional unless this has been negotiated beforehand or is part of a mutual expectation.

Does the Digital Couch eliminate the need for actually interviewing the people?

No. The DC provides the best psychological data available but cannot provide data about the specifics of a person's history or career. The professional usually needs two types of data in solving HR problems. One type is best obtained from the interview and is, "what is the actual situation (e.g., candidate, development), the unique circumstances and the expectations of a positive outcome?" The other is, "what is the person(s) really like, what motivates them and how do they behave in general." A professional psychologist or a professional psychological instrument is the best source of this data.

How do I find out more about the Digital Couch?

Contact **Management by Design** by their Website (<http://www.mbydesign.com/>) and send an email with your inquiry or call 616-245-8573 for an appointment.