

(4) FAQ about the Digital Couch (DC) – How to Use REPORTS

How does the actual person complete the Digital Couch?

The test-taker accesses the Digital Couch from the **Management by Design** Website, signs on using a password and fills in their name and sponsoring company. Questions are answered on an 8-point scale (Usually takes 50 – 70 minutes). When finished, **Management by Design** is notified by email, downloads the scores and prepares the required reports that are usually sent within 1-2 business days.

What types of REPORTS are available from the Digital Couch?

The **Management Evaluation Profile (MEP)** is the most comprehensive REPORT and covers 38 Business Dimensions in five categories giving both data and an integrated narrative report. A **Dynamic Report**, which focuses strictly on Dynamics and is available but is usually limited to difficult situations (requires additional training). In addition, there are **Virtual Psychologists** that incorporate a subset of the Business Dimensions, allowing an end-user to manipulate the data and generate Reports.

Before we get into the Management Evaluation Profile MEP, what is the Dynamic Report?

The **Dynamic Report** is usually used in conjunction with the **MEP** when there is a problem or there is some type of internal conflict. It focuses on the nine Dynamics and Defenses, which unfold in a given sequence and may be used to clarify issues that are confusing. In addition, the Dynamics can be accessed in the **Virtual Psychologists** but are “Locked out” unless you have the training.

What is included in the Management Evaluation Profile (MEP) Report?

The **Management Evaluation Profile** covers 38 Business Dimensions in five categories:

Problem Solving Style	10	Business Dimensions
Personality	10	Business Dimensions
Social & Communication	8	Business Dimensions
Management & Organization	10	Business Dimensions
Values	2	Business Dimensions

Self-report tests like the Digital Couch have Biases, are they covered in the MEP?

Yes. The **Management Evaluation Profile (MEP)** covers 9 major sources of **Bias**, which let the end-user understand how the test-taker approached the test. The Biases are also turned into personality dimensions (e.g., Socially Covert), which give additional information about the test-taker’s personality.

Your MEP Report includes Values, are they part of the Personality?

Not really, but they can have a dramatic impact on how the personality comes across in some situations. For instance, a person could be psychologically flexible (e.g., adjusts well to different people) but has a “rigid value system” (e.g., absolutist) so he/she may look rigid on certain occasions (actually you are seeing their value system). The Digital Couch will discover this distinction and report it.

Are there any other “non-Personality” measures in the MEP Report?

Yes. Additional Dimensions that are important in a business situation or that help clarify some aspect of the personality are included. Those additional Dimensions are:

Intelligence	A very rough measure of overall intellectual development
Achievement Motive	The desire to achieve versus other social motives
Machiavellianism	The tendency to play “hard ball” and win at all costs
Simulated Image	The ability to “change one’s personality” for personal reasons
Locus of Control	The degree to which a person feels control over their own life

What does the MEP Report look like?

It provides the actual scores on the 38 Dimensions listed above. In addition, there are several narrative sections that draw specific conclusions about individual scores and specific proprietary **score combinations**, which is unique to the Digital Couch. For a sample report call **616-245-8573**.

Is the MEP Report different from other reports on the market?

You bet it is. Almost all reports list the scores and some even provide bar charts or graphics (The **MEP** does not graph scores). But the narrative part is just one area where the Digital Couch is much more powerful than most other tests. Most tests discuss variables individually (e.g., meaning of high, low or medium scores) and give significant “general boilerplate.” The Digital Couch goes beyond this by using algorithms that “understand interactions among scores.” For example it knows that Dominance and Warmth interact to create different “overt behaviors.” Hence, rather than just discussing individual scores, it draws conclusions about the relationships and discusses what are called; second order issues.

Is there anything else that the MEP Report offers that others don’t have?

There sure is. All Professional Tests on the market (e.g., NEO PI-R[®], CPI[®] and 16PF[®]) were created by academic psychologists who study the personality. They were not concerned about **WHY** (Dynamics) people do things but only what they do (e.g., Extraverted). Psychologists who practice in the real world also want to know **WHY** people do things because they know that Dynamics are a better predictor of actual behavior. The Digital Couch is the only instrument that uncovers the **WHY** and in the **MEP** Report, it not only states the probable behavior (like other tests) but makes intelligent guesses about **WHY** a person exhibits those behaviors and then explains the reasons in plain English!

Is there anything that the MEP Report doesn’t cover?

Yes. It cannot cover the specifics of a person’s life or career but this is usually the type of material uncovered in the standard Human Resources interview. The whole point of the Digital Couch is that it reduces the need to hire a professional psychologist to uncover the complex psychological data.

What is the best use for the Management Evaluation Profile (MEP)?

Since it is so thorough and comprehensive it is used at or above middle levels of management or where there is a specific Human Resource concern that either the client company or the professional has been unable to solve. Professionals have used the **MEP** for Employee Selection, Internal Management Development, Succession Planning and “troubleshooting” of intractable personnel problems.