

(5) FAQ about the Digital Couch (DC) – How to Use Virtual Psychologists

How does the 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 are Virtual Psychologists (V-Psy)?

Virtual Psychologists are complex Excel worksheets that allow end-users to manipulate the data from the Digital Couch and print out various Personality Reports and Visuals. The goal is to give an end-user another way to work with the data. It requires less interpretation than the Reports. The V-Psy draws conclusions in 3 areas: (1) Position Fit, (2) Team Dynamics & (3) Individual Development

What do the Virtual Psychologists have in common?

They all rely on the same inputted scores that produce the same Personality Profile and Dynamic Report. The Dynamics are usually “Locked out” unless the end-user has been trained in its use. This allows any person’s scores to be “migrated” into any V-Psy and used individually, as part of an existing Team or developmentally. Hence, each V-Psy uses the same scores but has predefined functions.

What is the (1) TRY Virtual Psychologist?

It is loaded with the psychological profiles of 35 predetermined Positions (e.g., Customer service, Store Manager) on the same 30 Business Dimensions as the Personality Report. It allows an end-user to compare any candidate’s Personality profile with any Position or client-created Position. It determines the candidate’s **FIT** with that position, tells where the person is “IN or OUT” and what that means. You can also look on a single sheet to see the overall **FIT** with all 35 Positions at once. It also produces a single page Sales Help and a Management Report about that person (for hiring and basic development).

Why would you use the TRY Virtual Psychologist?

Once the person completes the Digital Couch you can see his/her Psychological **FIT** with any position. Usually Human Resources is very good at screening for appropriate industry experience and general fit. The TRY V-Psy provides psychological insight and shows potential concerns or limits.

What is the (2) IN Virtual Psychologist?

It takes a group of profiles (e.g., a team or functional area) and allows an end-user to see how any two people relate to each other or more importantly how the Team functions together. It does this by taking the 30 Business Dimensions and forming 15 **GRIDS** (e.g., Assertiveness versus Formality) and then plots all the inputted team member’s scores on those **GRIDS**. As you move among the GRIDS you get an actual “visual” of team dynamics, cultural issues, potential problems and much more.

Why would you use the IN Virtual Psychologist?

Once the team members complete the Digital Couch you can see their personality as well as subordinate/superior interactions, potential “personality conflicts” and team dynamics in areas such as Problem Solving, Personality, Social style and Communication approach. This is the most powerful method to “actually see Team dynamics” rather than to guess how a team will function. For the first time, you have a **proactive** management tool rather than waiting for Team problems and concerns.

How does the **DEVELOPMENT** work in the IN Virtual Psychologist?

It starts with the same Personality Report but after you select an individual for Development, it plots their scores on the same 15 GRIDS but (1) discusses what it means to be in a given position on the GRID and (2) what one can do to “HELP” the person grow when they are in that position. The next sheet focuses on all 30 Business Dimensions (select one at a time) and it tells you (1) Definition, (2) what High and Low scores look like, (3) Its manifestation, (4) Advantages/Disadvantages, (5) Typical positions for High/Low scores (6) How to **DEVELOP** High/Low scores and (7) The KEY issue. In essence it is a Private Automated Executive Development Coach!

Why would you use the **DEVELOPMENT** in the IN Virtual Psychologist?

Once an individual completes the Digital Couch you can see their personality, which basically tells you HOW they will behave in many situations. There are always advantages/disadvantages for ANY given PERSONALITY once a Position (e.g., sales seeks extraverts), a Culture (e.g., Team oriented versus Independent), a Management Style (e.g., Participatory verses more Autocratic), a Superior’s Style (i.e., more similar better the working relationship), or Industrial Sector (e.g., Automotive verses Banking) is defined. Then the person can use the **DEVELOP V-Psy** to look at his or her behaviors and see what they can do to develop their Style (not change their Personality but change overt Behaviors).

What are the basic differences between the Virtual Psychologists and the REPORTS?

AREA	REPORTS	Virtual Psychologists
Business Dimensions	40 Business Dimensions	30 Business Dimensions
Psychological Report	Complex Narrative – 7/8 Pages	Simple 1 Page
Flexibility	High – End-user Interpretation	Low – Controlled by V-Psy
Who Manipulates the Data?	End-user based on Need	V-Psy controls data
General use is...	Depends on End-user Goal	Depends on V-Psy Selected
Normative data	Yes – Determines scores	Yes – TRY V-Psy outcome
Gives Profiles of POSITIONS?	No	Yes – In TRY V-Psy
Determines Psychological FIT	Manually – End-user insight	Yes – Is done automatically
Can compare people?	Must be done Manually	Yes – Part of IN V-Psy
Can see TEAM Dynamics	No	Yes – Part of IN V-Psy
Used for Development?	Yes – by Executive Coach	Yes – IN V-Psy