



CERTIFICATION in Behavioural Analytics & People's Attitude

Science of Interpersonal Intelligence for Building Better Relationships



What is Behavioural Analytics?

Behavioral analytics is a holistic and human view of behaviours in the form of data. Behavioural analytics is a key aspect of **people analytics** that focus on finding out how and why people behave the way they do.

Behavioural analytics is a data-driven approach to managing people **at work and off work**. It helps you understand and examine attitudes and behaviours exhibited by people.



Behavioural Analytics offers a **scientific** and **objective** approach to understanding people’s unique **BAT- Behaviour, Attitude and Thinking**.

BA helps determine the effect of people’s behaviour on perception, motivation, beliefs, attitudes, learning, performance, communication, collaboration, motivation, leadership, decision making abilities etc.

BA also helps professionals in making decisions about their people, based on the analysis of the compiled behavioural data rather than using the traditional methods based on personal relationships, experience, and risk avoidance.

It contributes immensely to better understand individuals and teams, enables organisations to achieve **optimum business results**, and achieve the objective of becoming **agile forces of the VUCA world**.

‘One-size-fits-all’ approach does not help.
Your Key to Success is in your ability to understand your People’s Mindset, Beliefs, Values, Personality Types, Styles & Traits.

TAW’s (**T**he **A**ssessment **W**orld) powerful psychometric assessments will help individuals understand their personality types, traits, inner motivations, communication patterns, behavioural styles, thinking attitudes, likes & dislikes, conflicting choices, career preferences, leadership profiles, performance gaps, academic achievements, relationship challenges and more.

Psychometric assessments are designed to function as **STRENGTH FINDERS** for individuals, teams, departments, organisation, families by identifying core strengths to build on. They also help in overcoming the threats posed by the inherent weaknesses, by using style-flexing techniques.





Certified Behavioural Analyst

This breed of specialists are known for skills and knowledge in the tools of Psychometrics and are adept at using them to diagnose and break down challenging situations that involve people.

The Behavioural Analyst can identify the less obvious behaviours and communications that impact performance, thus bringing in a laser like focus to the most pressing issues in any scenario. They see team dynamics as a function of individual member characteristics and attitudes, and bring in solutions to improve cohesiveness, trust and synergy.

'Behavioural Analysts' are in demand worldwide in the fields of Management, HR and Socio-Behavioural science. They could be counsellors, coaches, behavioural modification consultants, trainers, teachers, psychologists, change agents, human resource professionals, people developers, recruiters and others. Whatever the channel, their value lies undoubtedly in transforming 'limiting mindsets' to 'enabling mindsets', leading to enhanced self-confidence, academic performance, career growth, rewarding interpersonal relationships, work-life balance and leadership outlook.

A certified **Behavioural Analyst** is a sought-after Professional. His/her skills include:

- Assessing people of their **true potential** by understanding **Personality Types, Styles & Traits**
- Identifying the **right person for the right job**
- **Empowering people** and *organisations* to make course correction faster
- Creating the edge in business and **multiplying benefits** many fold
- Selection, training, coaching, counselling, manpower planning, & OD
- Further adding value in **strategic management, competency mapping, & performance management**
- Building **confidence, inspiring people** and developing **healthy relationships** among friends, colleagues and within families.

They are positioned to influence and help:

1. **The Individual Adult** – Behaviour, Attitude & Thinking in terms of career progression, interpersonal relationships, behavioural style flexing, enhancing performance and more
2. **The Individual Student** – Behaviour, Attitude & Thinking in terms of academic performance, self-confidence, subject choices, and in starting right careers
3. **Team or Group** – Composition and character of members that lead to enabling or hindering performance on projects, ownership, attrition, cooperation as well as collaboration
4. **Organisation** – Impact and influence on environment, culture, optimism, growth, climate, leadership vision, mission & values

Immediate Benefits

As **Counsellors, Executive Coaches, Teachers and Trainers**, you can immediately expect this capability to **magnify** the accuracy of the **need analysis process**, and aid in **deciding** the most effective **action steps** required for the **desired change**.

Behavioral Analytics: Scope of Application

People are different everywhere. They **think, feel, or act** differently due to a variety of reasons – not one but many **influences** – **heredity, upbringing, environment, situational, education, values, culture** and more.

As a '**Behavioural Analyst**' you can help individuals/organisations/families faced with challenges like;

Organisations:

1. Lack of clarity and futuristic thinking
2. Inadequate Business Acumen
3. Recruit and retain the right people
4. Increased gap between performance and potential
5. Working in silos and following status quo
6. High attrition rate
7. Low employee engagement
8. Interpersonal Conflicts that lead to poor relationship
9. Lack of teamwork, collaboration & co-ordination

Individuals & families:


1. Lack of Self Confidence
2. Interpersonal issues
3. Inability to decide what to do in life or career
4. Stuck in careers they dislike
5. Troubled relationships or marriage
6. Academic underperformance
7. Behaviour or Attitude issues
8. Lacks interest in life
9. Emotional sensitivity





Route Map


1. As a first step we will release the battery of assessments for the individual. The individual will receive an email with the subject line "The Assessment World", containing the Login id and Password to access the assessments.
2. Once the individual completes the assessments, he/she will have to **go through the online course materials**. The individual will also be assigned to a mentor, to guide him/her through the whole process.
3. To enhance comprehension of the assessments, interpretation sessions will be held with the mentor, after watching the videos of the respective assessment(s).
4. Once the course work is completed, the individual will **go through 3 case studies**. As part of these case studies the participant is expected to **interpret the scores** given as part of **role plays**.
5. Case studies with different scenarios and scores shall be sent for analysis. One case shall be sent at a time, upon completing which the subsequent case shall be shared.
6. After the three case studies the final case study will be with the master behavioural analyst.
7. Upon successful completion of all case studies the individual will be **certified as Behavioural Analyst**.



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Gain the immense value of Battery of 4 Psychometric Assessments used together for in-depth Behaviour Analytics:



FITS Personality Type based on Carl G Jung

Dynamics of interpersonal relations is a result of our personalities and how others perceive us. **Carl Jung, the famous Swiss Psychiatrist, and psychoanalyst classified four major personality types** in his research on personality, based on heredity influences. **Personalities are shaped by hereditary influences but nurtured by upbringing and environmental influences as well.** Each of these influences create distinctive personality types that constitute unique attributes, strengths, and drawbacks.

The potent **Personality Type Assessment 'FITS' helps analyse** the individual's **inherent Personality Type** – Feeler, Intuitor, Thinker & Sensor. 'FITS' Behavioural analytics enables them in using the right steps to enhance their strengths. In addition, valuable tips for recognizing personality types of others, further enhances their ability to deal with different people much more effectively.



4Cs Personality Style based William M Marston

Success at handling people comes from knowing the **motivational drives, emotional responses** and likely **behavior styles** of individuals and leveraging on them to meet the needs of the situation. **4Cs** is a **self-awareness profile** that analyses the **Controlling, Convincing, Conforming and Consistent** emotional behaviors of people. This is due to long-standing influences of upbringing from the individuals' upbringing as well as environment.

It throws light on individuals' behavior as '**people oriented or task oriented**', reflecting the style by which they will get work done. It also helps find out if an individual is '**Active or Passive**' in their approach to work and life. It also shows whether an individual would lead by providing a vision of future possibilities or by making best possible use of available opportunities.



CPA based on Eric Berne & Douglas McGregor

Communication **P**attern **A**nalysis would evaluate the way a person **interacts with people in different situations**. **Effective communication** is an essential component of success whether it is at the interpersonal, inter-group, intra-group, organizational, family or external levels. CPA would evaluate the behaviors in a person's interaction, which is learnt from the **environment and his/her upbringing**.

CPA is based on Transactional Analysis which assesses the impact of various behaviors that establishes certain communication habits of the individual. CPA is potent tool that helps to deal and communicate with others **at work and off work** in an effective manner.



BPA based on B F Skinner

Behaviour Pattern Analysis illustrates **environmental influences on an individual** by identifying and comparing behaviour patterns in variable situations.

BPA brings to light the **manner of behaviour traits across situations**. Human behavior is the collection of behaviors traits exhibited by human beings and influenced by culture, attitudes, emotions, values, ethics, authority, rapport, hypnosis, persuasion, coercion and/or genetics.

It provides a balanced view of behaviors of an individual. This tool brings to light the **manner of behavior** across one's life situations.

