

diversity and inclusion

About flowprofiler®

The flowprofiler® product family are a range of online self-report questionnaires that measures the emotional and social intelligence of an individual, as well as how they cope when faced with challenge or setbacks and how they are motivated at work.

The flowprofiler® measures 18 dimensions of emotional intelligence, resilience and motivation, whilst the sub questionnaires, eqflow®, resilienceflow® and motivationflow® look at these factors in isolation. flowprofiler® assessments are state based. The dimensions measure observable behaviours. These behaviours are situation based and driven by preference.

Validity

The validity of the questionnaire has been ensured by:

- ✓ Creating the questionnaire items with a neutral tone and with a positivity bias in mind. In this sense, individuals should not feel that any particular item is preferable, rather allowing themselves to consider how they actually are.
- ✓ Using a 7-point rating scale from “1 = Strongly Disagree, 7 = Strongly Agree” that is fully labelled to reduce positive bias and to ensure that the respondents understand the meaning at each point of the scale. A seven-point rating scale was also selected to reduce central tendency bias (Potter, 1995).
- ✓ Including items which have been written in the opposite direction to each targeted motivation in order to reduce respondent complacency.

Fairness

- ✓ The flowprofiler® Dimensions continue to proceed through phases of validation. In the initial phase of validation, the Dimension scores show considerable similarity across gender, age groupings and country of origin across the launch norm group (n=522). They show no evidence of adverse impact or differential across these categories.
- ✓ In order to ensure fair test, we stipulate that every development report must be fed back by a trained interpreter of the flowprofiler® family of assessments.
- ✓ The flowprofiler® Questionnaire was used and validated across multiple global populations including: England, Ireland, France, Italy, Germany, Spain, Singapore, Australia, China, South Africa, New Zealand, Mexico, Japan and America. This global sample was also used to develop the flowprofiler® Questionnaire’s norm group.

Gender

237 individuals categorised themselves as male and 247 categories themselves as female. 10 individuals chose other genders and 28 chose not to disclose. flowprofiler® reports are gender neutral and therefore do not create a bias for the reader.

Age

148 individuals were between the ages of 18-25, 138 were 26-35, 111 were 36-45, 83 were 46-55, 23 were 56-65 and 7 were aged 66 or over. 12 individuals chose not to disclose their age. The results show that there were some age differences in responses to the flowprofiler, Self-Confidence and Self-Esteem were found to increase with age, as well as Assertiveness.

Cultural Background

17% of the population described themselves as White British, 34% from other white backgrounds (including Irish, European, American, Canadian, New Zealander and Australian) and the remaining 35% were African American, Hispanic, Asian (for the other 14% the cultural groups were not specified).