



The Basics

ViewPoint® is a series of attitudinal assessments developed to help employers identify high-quality, conscientious, service-oriented employees. The Viewpoint® scales cover four primary areas: Work, Service, Sales, and Tenure. ViewPoint® is available in several forms representing one or more of these areas to allow clients to select the assessment that fits their business needs.

WorkView Competencies Assessed

Conscientiousness – the likelihood that a candidate will be a reliable and dependable employee.

Trustworthiness – the likelihood that a candidate will refrain from theft, rules violations, and misuse of company resources.

Managing Work Pressures – how well a candidate will thrive in a fast-paced and demanding work environment.

Getting Along with Others – the degree to which a candidate will remain even-tempered and in control, free of hostility.

Additional Optional Scales

Drug/Alcohol Avoidance – the likelihood that a candidate’s performance or productivity will be free from disruptions due to patterns of alcohol and illegal drug use.

Safety – the degree to which a candidate will abide by safety guidelines and precautions and avoid taking unnecessary safety risks.

Assertiveness/Leadership – the degree to which a candidate will exert influence on others through positive direction and guidance at work.

Reliable Performer – comprised of Conscientiousness, Trustworthiness, Managing Work Pressure, and Getting Along with Others, this score represents the likelihood that this candidate will perform in a consistent, reliable, and cooperative fashion.

ServiceView Competencies Assessed

Service Orientation – the degree to which a candidate can be expected to be courteous, cooperative, and friendly to customers, co-workers, and supervisors.

SalesView Competencies Assessed

Achievement/Drive – working hard to achieve goals; being competitive, energetic, and ambitious; and overcoming barriers to pursue goals.

Persuasive Interest – having a desire and willingness to influence the behavior or views of others, to promote or sell a product or idea, and to be assertive in expressing one’s views.

Empathy – recognizing the behavior and expressed feelings of others and responding appropriately; seeking to understand the needs and views of others; noticing the details in a situation and the reactions of others; and listening to others and seeing others’ points of view.

Resilience – being tolerant of rejection and annoying or frustrating people and situations; being persistent and not easily dissuaded; overcoming setbacks; and remaining self-confident.

Work Ethic/Commitment – reflected by stated intentions and attitudes about remaining on the job and job-seeking activity; understanding the job and seeing its relevance to career goals; valuing hard work and responsibility; gaining satisfaction from the job; and associating self-worth with job success.

TenureView Competencies Assessed

Performance – The Performance composite encompasses two dimensions that are designed to predict effectiveness on the job; Work Ethic/Motivation and Commitment.

Risk – The Risk scale can be used effectively as part of a multiple cut score strategy in settings where the reduction of voluntary turnover is an important objective of the selection program.

ViewPoint® Dimension	WorkView 4	WorkView 5	WorkView 6	ServiceView	WorkView 4 + ServiceView	WorkView 6 + ServiceView	SalesView	TenureView	SalesView + TenureView	ServiceView + SalesView + TenureView	WorkView 4 + ServiceView + TenureView	WorkView 6 + ServiceView + TenureView	WorkView 6 + TenureView
Conscientiousness	•	•	•		•	•					•	•	•
Trustworthiness	•	•	•		•	•					•	•	•
Managing Work Pressures	•	•	•		•	•					•	•	•
Getting Along with Others	•	•	•		•	•					•	•	•
Assertiveness/Leadership		•											
Reliable Performer		•											
Drug/Alcohol Avoidance			•			•						•	•
Safety Orientation			•			•						•	•
Service Orientation				•	•	•				•	•	•	
Achievement/Drive							•		•	•			
Persuasive Interest							•		•	•			
Empathy							•		•	•			
Resilience							•		•	•			
Work/Ethic Commitment							•		•	•			
Turnover Risk								•	•	•	•	•	•
Work Motivation & Values								•	•	•	•	•	•
Commitment								•	•	•	•	•	•



Technical Overview

Validation Studies

Several criterion-related studies indicate ViewPoint® scores are predictive of job performance and training proficiency (see Technical Manuals and Addendum: Meta-analyses).

Test Development

ViewPoint® content is based upon job analyses encompassing a wide range of positions. Items were written to represent critical job behaviors and outcomes and were subjected to extensive review to ensure that they appear reasonable and job-related to examinees, do not contain offensive language, comply with ADA, and represent intended attitude dimensions. Items were pre-tested and subjected to statistical analyses in casting final assessment forms to meet psychometric specifications. Items were developed specifically for use in employee selection and placement and are written in language and context relevant to the world of work.

Supplemental Documentations

Technical Manual describes test development, reliability, validity, fairness, and utility.

The Addendum describes meta-analysis of several ViewPoint® validity studies.

The User's Manual provides guidance on administering the assessment and interpreting the score reports.

The Supplemental Norms report provides normative data for employees in 10 occupational groups (within 14 different industries).

Test Use

Tests may be used separately or in conjunction with alternative assessments; scores may be banded, pass/fail, or in ranking examinees.

Reliability

ViewPoint® composite scores reliabilities (alphas) range from .82 to .95.

Fairness

Scores have been found to be fair to racial/ethnic, gender, and age groups in predicting job performance. Assessment scores have little or no exclusionary impact upon racial/ethnic minorities.

Administration Requirements

No formal training required; tests designed to be user friendly; detailed instructions provided in Examiner's Manual.

Test Interpretation

Norms available for general workforce and industry-specific. Local norms can be developed.

Item Format

Multiple Choice

Administration and Scoring

Test Length

Approximately 15-30 minutes (depending on form)

Test Mode(s)

Computer / Web-based

Administration

Group or Individual

Scoring Options

Computer automated scoring

Target Populations/Types of Jobs

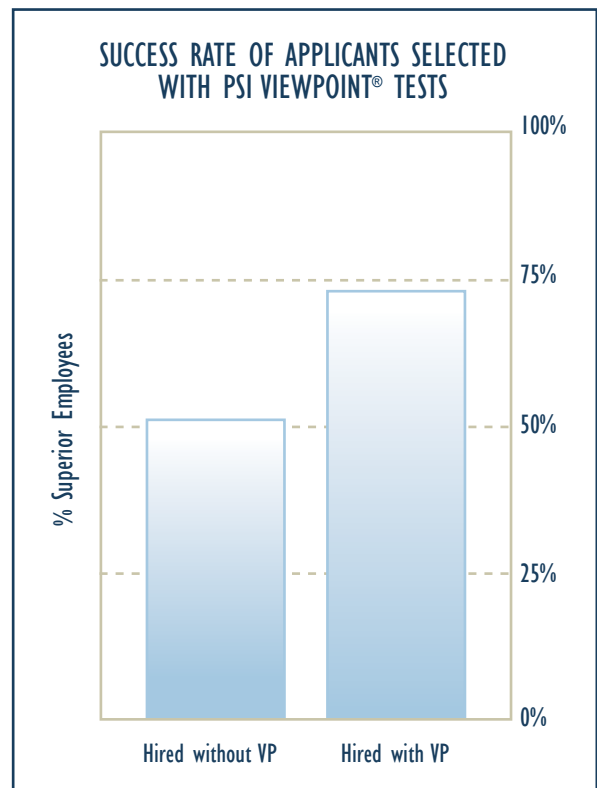
Applicants for a wide range of non-exempt and lead/supervisory jobs – encompassing private, government and public safety sectors. SalesView may be used for higher-level jobs that require active selling.

Available Test Forms

Please see chart on reverse.

Languages

English



40% increase in superior employees with ViewPoint®