



WHY VALIDITY MATTERS

A quick-reference guide to understanding how validity relates to Hogan's business model and marketing content

1

The keys to success in business are **money** and **people**.

2

Personality psychology is about **people**.

3

Personality measurement translates insights about **people** into **numbers**

4

Hogan pioneered the use of **valid** personality measures to make decisions about people in organizations.

5

Accordingly, **validity** is the cornerstone of Hogan's continued success in the global assessment market.

6

Validity concerns hard evidence, open to public inspection and replication, that Hogan assessments predict non-test outcomes such as job performance.

7

Employers want to know **the kind of person they will be dealing with** at work. Hogan provides answers that are true (**valid**).



STRATEGIC ADVANTAGE