

atd 2019

International Conference
& Exposition
*The World's Largest Talent
Development Conference*
May 19-22 | Washington, D.C.

M102: Assessing Assessments

How to Determine the Right Tool for Your Purpose



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| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | |
|----|---|-----------------------|-----------------------------------|-------------------------------|------------------------|------------------|--------------------------|-------------------------|--------------------|------------------------|---------------|---------------------------|-----------------|---------------------------|----------------|-----------------------|------------------------|--------------------------|---------------------|--|
| 1 | Previously exhibitors could only choose up to 3 Product Categories; this year some chose more than 3. Use this tool to quickly assess which categories your vendors of interest chose. | | | | | | | | | | | | | | | | | | | |
| 2 | (The number in parentheses indicates the number of Exhibitors choosing that Category.) | | | | | | | | | | | | | | | | | | | |
| 3 | Vendors in burnt orange are new to our analysis in 2019. | | | | | | | | | | | | | | | | | | | |
| 4 | Data as of 4/11/19; visit http://developpeople.com/assessingassessments for updates to this document as well as additional analyses and resources | | | | | | | | | | | | | | | | | | | |
| 5 | | | | | | | | | | | | | | | | | | | | |
| 6 | Psychometric Assessment Tool Vendors | Assessment Tools (52) | Applied Technology Solutions (12) | Audience Response Systems (3) | Authoring Systems (20) | Benchmarking (3) | Business Development (8) | Career Development (19) | Certification (17) | Change Management (12) | Coaching (35) | Communication Skills (27) | Consulting (28) | Continuing Education (15) | Creativity (8) | Customer Services (8) | Distance Learning (19) | e-Learning Services (53) | Enterprise Learning | |
| 7 | Assessments 24x7 | Y | | | | | | | Y | | | | | Y | | | | | | |
| 8 | Assessments International Inc. | Y | | | | | | | | | | | | | | | | | | |
| 9 | AtmanCo | Y | Y | | | | | | | | | | Y | | | | | | | |
| 10 | Bates Communications | Y | | | | | | | | | | | | | | | | | | |
| 11 | Birkman International, Inc. | Y | | | | | | | | | | | | | | | | | | |
| 12 | Caliper | Y | | | | | | | | | Y | | | | | | | | | |
| 13 | Capsim | Y | | | | | | | | | | | | | | | | | | |
| 14 | Core Strengths | Y | | | | | | | | | | | Y | | | | | | | |
| 15 | Data Solutions International | Y | Y | | | | | | | | | | | | | | | | | |
| 16 | Examination Online | Y | | | | | | | | | | | | | | | | | | |
| 17 | Examity | Y | | | | | | | | | | | | | | | | | | |
| 18 | Explorance, Metrics that Matter | Y | | | | | | | | | | | | | | | | | | |
| 19 | Extended DISC | Y | | | | | | | Y | | Y | | | | | Y | | | | |
| 20 | Facelytix | Y | | | | | | | | Y | | | | | | | | | | |
| 21 | Global Competence Associates | Y | | | | | | | | | | | | | | | | | | |
| 22 | Hogan Assessment Systems, Inc. | Y | | | | | | | Y | | | | | Y | | | | | | |
| 23 | HRD Press | Y | | | | | | | | | | | | | | | | | | |
| 24 | IACET | Y | | | | | | | | | | | | | | | | | | |
| 25 | Isograd | Y | | | | | | | Y | | | | | | | | | | | |
| 26 | Kliic Assessments and Surveys | Y | | | | | | | | | | | | | | | | | | |
| 27 | Kryterion, Inc. | Y | Y | | | | | | | | | | | | | | | | | |
| 28 | Lumina Learning | Y | | | | | Y | | | | Y | | | | | | | | | |
| 29 | McGraw-Hill Education | Y | | | | | | | | | | | | Y | | | | | | |
| 30 | meQuilibrium | Y | | | | | | | | Y | | | | | | | | | | |
| 31 | Multi-Health Systems (MHS) | Y | | | | | | | | | | | | | | | | | | |
| 32 | Partners in Leadership | Y | | | | | | | | Y | | | | | | | | | | |
| 33 | People.Partners | Y | | | | Y | | | | | | | | | | | | | | |
| 34 | Performativ | Y | | | | Y | | | | | | | | | | | | | | |
| 35 | Poll Everywhere | Y | | Y | | | | | | | | | | | | | | | | |
| 36 | ProctorU | Y | | | | | | | | | | | | | | | | Y | | |
| 37 | Questionmark | Y | | | Y | | | | Y | | | | | | | | Y | Y | Y | |
| 38 | Qwizdom, Inc. | Y | | Y | | | | | | | | | | | | | | | | |
| 39 | Real Colors | Y | | | | | | | | | | Y | | | | | | | | |
| 40 | REAL "Cultural Fitness" | Y | | | | | | | | | | | | | | | | | | |
| 41 | RISC, Inc. | Y | | | | | | | | | | | | | | | | | | |
| 42 | Salesfuel | Y | | | | | | | | | Y | | | | | | | | | |
| 43 | Scantron | Y | | | | | | | | | | | | | | | | | | |

| | A | T | U | V | W | X | Y | Z | AA | AB | AC | AD | AE | AF | AG | AH | AI | AJ | AK | |
|----|---|--------------------|----------------|----------------------------|----------------------------|------------|-----------------------------|--|----------------------------------|---|-----------------|----------------------|----------|-------------|----------------------|-------------------------------|------------------------------|--|-------------------------------|------------------|
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| 6 | Psychometric Assessment Tool Vendors | Big Solutions (65) | Evaluation (8) | Executive Development (19) | Experiential Learning (19) | Games (15) | Human Resource Planning (9) | Industrial / Technical Skills Training (7) | International/Multinational (11) | Language Learning & Cultural Competency (8) | Leadership (86) | Learning Portal (21) | LMS (64) | Metrics (9) | Mobile Learning (40) | Organization Development (27) | Performance Improvement (32) | Presentation Skills and Materials (11) | Professional Development (68) | Recruitment (11) |
| 7 | Assessments 24x7 | | | | | | | | | | | | | | | | | | | |
| 8 | Assessments International Inc. | | Y | | | | | | | | | | | | | | | | Y | |
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| 10 | Bates Communications | | Y | | | | | | | Y | | | | | | | | | | |
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| 12 | Caliper | | Y | | | | | | | Y | | | | | Y | | | | Y | |
| 13 | Capsim | | | Y | | | | | | | | | | | | | | | | |
| 14 | Core Strengths | | | | | | | | | | | | | | | | | | Y | |
| 15 | Data Solutions International | | | | | | | | | | | | | | | | | | | |
| 16 | Examination Online | | | | | | | | | | | Y | | Y | | | | | | |
| 17 | Examity | | | | | | | | | | | | | | | | | | | |
| 18 | Explorance, Metrics that Matter | Y | | | | | | | | | | | Y | | | | | | | |
| 19 | Extended DISC | | | | | | | | | Y | | | | | Y | | | | | Y |
| 20 | Facelytix | | | | | | | | | | | | | | | | | | | Y |
| 21 | Global Competence Associates | | | | | | | Y | Y | | | | | | | | | | | |
| 22 | Hogan Assessment Systems, Inc. | | | | | Y | | | | Y | | | | | Y | Y | | | | |
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| 32 | Partners in Leadership | | | | | | | | | Y | | | | | | | | | | |
| 33 | People.Partners | | | | | | | | | Y | | | | | | | | | | |
| 34 | Performativ | Y | | | | | | | | | | | Y | | | Y | | | | |
| 35 | Poll Everywhere | | | | | | | | | | | | | | | | | | Y | |
| 36 | ProctorU | | | | | | | | | | | | | | | | | | | |
| 37 | Questionmark | | | | | | | | | | Y | Y | | | | | | | | Y |
| 38 | Qwizdom, Inc. | | | | | | | | | | | | | | | | | | | |
| 39 | Real Colors | | | | | | | | | | | | | | | | | | | Y |
| 40 | REAL "Cultural Fitness" | | | | | | | | | Y | | | | | Y | | | | | |
| 41 | RISC, Inc. | | | | | | Y | | | | | Y | | | | | | | | |
| 42 | Salesfuel | | | | | | | | | | | | | | | | | | | |
| 43 | Scantron | Y | | | | | | | | | | | | | | | | | | |

| | A | AL | AM | AN | AO | AP | AQ | AR | AS | AT | AU | AV | AW |
|----|---|---------------|----------------|---------------------|---------------------|------------------|-------------------------|-------------|-------------------|-------------------------|------------------------|---------------|------------------------------|
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| 13 | Capsim | | | | Y | | | | | | | | 3 |
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| 17 | Examity | | | | | | | | Y | | | | 2 |
| 18 | Explorance, Metrics that Matter | | | | | | | | | | | | 3 |
| 19 | Extended DISC | | | Y | | | | Y | Y | | | | 10 |
| 20 | Facelytix | | | | | | | | | | | | 3 |
| 21 | Global Competence Associates | | | | | | | | | | | Y | 4 |
| 22 | Hogan Assessment Systems, Inc. | | | | | | | | | | | | 7 |
| 23 | HRD Press | | | | | | | | | | | | 3 |
| 24 | IACET | | | | | | | | | | | | 3 |
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| 31 | Multi-Health Systems (MHS) | | | | Y | | | | | | | | 3 |
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| 34 | Performativ | | | | | | Y | | | | | | 6 |
| 35 | Poll Everywhere | | | | | | | | | | | | 3 |
| 36 | ProctorU | | | | | | | | | | | | 2 |
| 37 | Questionmark | | | | | | | | | | Y | | 10 |
| 38 | Qwizdom, Inc. | | | | | | | | | | Y | | 3 |
| 39 | Real Colors | | | | | | | | | | | | 3 |
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| 43 | Scantron | | | | | | Y | | | | | | 3 |

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| 44 | Shift Profile | Y | | | | | | | | | | | | | | | | | | |
| 45 | Six Seconds | Y | | | | | | | | | Y | | | | | | | | | |
| 46 | Skilitics | Y | | | Y | | | | | | | | | | | | | | | |
| 47 | TalentSmart Inc. (Emotional Intelligence) | Y | | | | | | | | | | | | | | | | | | |
| 48 | The Culture Works | Y | | | | | Y | | | | Y | | | | | | | | | |
| 49 | The Game Agency | Y | | | Y | | | | | | | | | | | | | | | |
| 50 | The Myers-Briggs Company (formerly CPP, Inc.) | Y | | | | | | | | | | | | | | | | | | |
| 51 | The TRACOM Group | Y | | | | | | | | | | Y | | | | | | | | |
| 52 | Tilt 365 | Y | | | | | | | | | | | | | | | | | | |
| 53 | Time to Know | Y | | | | | | | | | | | | | | | | | | |
| 54 | True Colors | Y | | | | | | | | | | | | | | | | | | |
| 55 | TTI Success Insights | Y | | | | | | | | | | | | | | | | | | |
| 56 | Turning Technologies, LLC | Y | | Y | | | | | | | | | | | | | | | | |
| 57 | Values Centered Innovation, Inc. | Y | | | | | | | | | | | | | Y | | | | | |
| 58 | Wiley | Y | | | | | | | | | | | | | | | | | | |
| 59 | | 52 | 3 | 3 | 3 | 2 | 1 | 1 | 5 | 3 | 6 | 3 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | |
| 60 | | | | | | | | | | | | | | | | | | | | |
| 61 | <u>Gone in 2019 (from 2018)</u> | | | | | | | | | | | | | | | | | | | |
| 62 | Blue EQ | Y | | | | | | | | | | | | | | | | | | |
| 63 | Cornerstone Management Resource Systems | Y | | | | | | | | | | | | | | | | | | |
| 64 | Development Dimensions International (DDI) | | | | | | | | | | | | Y | | | | | | | |
| 65 | developUS (note: TTI Success Insights partner) | Y | | | | | | | | | | | | | | | | | | |
| 66 | Human Synergetics, Inc. | Y | | | | | | | | | | | | | | | | | | |
| 67 | Insights Learning and Development | Y | | | | | | | | | | | | | | | | | | |
| 68 | Next Element Consulting | Y | | | | | | | | | | Y | | | | | | | | |
| 69 | Persona GLOBAL, Inc. | Y | | | | | | | | | | Y | | | | | | | | |
| 70 | The John Maxwell Company - Corporate Solutions Division | | | | | | | | | | | | | | | | | | | |
| 71 | XB Insight, Inc. | Y | | | | | | | | | Y | | | | | | | | | |
| 72 | | | | | | | | | | | | | | | | | | | | |
| 73 | | | | | | | | | | | | | | | | | | | | |

| | A | T | U | V | W | X | Y | Z | AA | AB | AC | AD | AE | AF | AG | AH | AI | AJ | AK |
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| 45 | Six Seconds | | | | | | | | | Y | | | | | | | | | |
| 46 | Skillitics | | | | | | | | | | Y | | | | | | | | |
| 47 | TalentSmart Inc. (Emotional Intelligence) | | | | | | | | | Y | | | | | | | | | |
| 48 | The Culture Works | | | | | | | | | | | | | | | | | | |
| 49 | The Game Agency | | | | Y | | | | | | | | | | | | | | |
| 50 | The Myers-Briggs Company (formerly CPP, Inc.) | | Y | | | | | | | | | | | | | | | | Y |
| 51 | The TRACOM Group | | | | | | | | | | | | | | | | | | |
| 52 | Tilt 365 | | | | | | | | | | | | | | Y | | | | |
| 53 | Time to Know | | | | | | | | | | | | | | | | Y | | |
| 54 | True Colors | | | | | | | | | | | | | | | Y | | | |
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| 56 | Turning Technologies, LLC | | | | | | | | | | | | | | | | | | |
| 57 | Values Centered Innovation, Inc. | | | | | | | | | | | | | | | | | | Y |
| 58 | Wiley | | | | | | | | | Y | | | | | | | | | |
| 59 | | 3 | 4 | 1 | 1 | 2 | 1 | 1 | 1 | 13 | 2 | 3 | 2 | 2 | 10 | 4 | 1 | 9 | 2 |
| 60 | | | | | | | | | | | | | | | | | | | |
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| 63 | Cornerstone Management Resource Systems | | | | | | | | | Y | | | | | Y | | | | |
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| 66 | Human Synergistics, Inc. | | | | | | | | | Y | | | | | Y | | | | |
| 67 | Insights Learning and Development | | | | | | | | | | | | | | Y | | | | |
| 68 | Next Element Consulting | | | | | | | | | | | | | | | | | | |
| 69 | Persona GLOBAL, Inc. | | | | | | | | | | | | | | | | Y | | |
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| 72 | | | | | | | | | | | | | | | | | | | |
| 73 | | | | | | | | | | | | | | | | | | | |

| | A | AL | AM | AN | AO | AP | AQ | AR | AS | AT | AU | AV | AW |
|----|---|--------------|----------------|---------------------|---------------------|------------------|-------------------------|-------------|-------------------|-------------------------|------------------------|---------------|------------------------------|
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| 44 | Shift Profile | | | | | | | | | | | | 3 |
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| 46 | Skillitics | | | | | | | | | | | | 3 |
| 47 | TalentSmart Inc. (Emotional Intelligence) | | | | | | | | | Y | | | 3 |
| 48 | The Culture Works | | | | | | | | | | | | 3 |
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| 50 | The Myers-Briggs Company (formerly CPP, Inc.) | | | | | | | | | | | | 3 |
| 51 | The TRACOM Group | | | | | | | | | | Y | | 3 |
| 52 | Tilt 365 | | | | | | | Y | | | | | 3 |
| 53 | Time to Know | | | Y | | | | | | | | | 3 |
| 54 | True Colors | | | | | | | Y | | | | | 3 |
| 55 | TTI Success Insights | | | | | | | Y | | | | | 3 |
| 56 | Turning Technologies, LLC | | Y | | | | | | | | | | 3 |
| 57 | Values Centered Innovation, Inc. | | | | | | | | | | | | 3 |
| 58 | Wiley | | | | | | | Y | | | | | 3 |
| 59 | | 1 | 1 | 3 | 2 | 1 | 3 | 6 | 3 | 1 | 6 | 1 | |
| 60 | | | | | | | | | | | | | |
| 61 | <u>Gone in 2019 (from 2018)</u> | | | | | | | | | | | | |
| 62 | Blue EQ | | | | | | | | | | | | |
| 63 | Cornerstone Management Resource Systems | | | | | | | | | | | | |
| 64 | Development Dimensions International (DDI) | | | | | | | | | | | Y | |
| 65 | developUS (note: TTI Success Insights partner) | | | | | | | | | | | | |
| 66 | Human Synergetics, Inc. | | | | | | | | | | | | |
| 67 | Insights Learning and Development | | | | | | | | | | | Y | |
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| 72 | | | | | | | | | | | | | |
| 73 | | | | | | | | | | | | | |

EXHIBITORS (52)

| | |
|---------------------------------|------|
| Assessments 24x7 | 1441 |
| Assessments International Inc. | 2009 |
| AtmanCo | 2543 |
| Bates Communications | 1225 |
| Birkman International, Inc. | 2444 |
| Caliper | 2106 |
| Capsim | 2501 |
| Core Strengths | 1301 |
| Data Solutions International | 2504 |
| Examination Online | 943 |
| Examity | 247 |
| Explorance, Metrics That Matter | 2342 |
| Extended DISC | 1009 |
| Facelytix | 2536 |
| Global Competence Associates | 228 |
| Hogan Assessment Systems, Inc. | 2508 |
| HRD Press | 819 |
| IACET | 1047 |
| Isograd | 2445 |
| Kliic Assessments and Surveys | 1043 |
| Kryterion, Inc. | 2411 |

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|--|------|
| Lumina Learning USA | 1937 |
| McGraw-Hill Education | 801 |
| meQuilibrium | 1746 |
| Multi-Health Systems (MHS) | 2401 |
| Partners In Leadership | 2101 |
| People.Partners | 1820 |
| Performativ | 1127 |
| Poll Everywhere | 2143 |
| ProctorU | 2005 |
| Questionmark | 619 |
| Qwizdom, Inc. | 1410 |
| Real Colors | 2447 |
| REAL™ CulturalFitness™ | 2137 |
| RISC, Inc. | 1200 |
| Salesfuel | 1439 |
| Scantron | 610 |
| Shift Profile | 143 |
| SIX SECONDS | 1326 |
| Skilitics | 1620 |
| TalentSmart, Inc. (Emotional Intelligence) | 1207 |
| The Culture Works | 106 |
| The Game Agency | 2037 |
| The Myers-Briggs Company | 1551 |
| The TRACOM Group | 1709 |
| Tilt 365 | 1437 |

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| True Colors | 2242 |
| TTI Success Insights | 1527 |
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| Values Centered Innovation, Inc. | 1606 |
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