



## iWAM – a one Page Overview

<b>In a Nutshell</b>	<p>The <i>Inventory for Work attitude and Motivation</i> (iWAM) is a questionnaire which allows to identify a persons attention filters and cognitive styles, also called metaprograms.</p> <p>With iWAM, one can predict what motivates a person, what is their work attitude and how they will want to communicate and to act during their work context. iWAM allows to take into account the individual preferences and to value each person for their strengths. Using iWAM will allow an organization to make better use of the human potential of its workforce.</p>
<b>Applications</b>	<ul style="list-style-type: none"> <li>▪ Recruiting and Assessment</li> <li>▪ Team management</li> <li>▪ Organizational Culture (e.g. for Mergers and acquisitions)</li> <li>▪ Outplacement</li> <li>▪ Conflict Management</li> <li>▪ Coaching and People management</li> </ul>
<b>Target Population</b>	<p>iWAM has been developed to test the full white collar workforce and self-employed professionals, from call desk employees or first line sales people to middle and top management. It has had successful applications from hiring interns for summer jobs to assessment centers for middle managers and screening the partners in a law firm.</p>
<b>Test Time</b>	<p>On average, completing iWAM takes 30 minutes. Most people complete iWAM between 20 and 40 minutes (no time limit is imposed).</p>
<b>Face Validity</b>	<p><b>Do people agree with what iWAM tells about them?</b></p> <p>When using the feedback form, on average people agree with 90% of the patterns. Further diagnosis shows that half of the disagreement can be contributed to people not liking the “verdict”, but the description being correct.</p>
<b>Construct Validity</b>	<p><b>Does the questionnaire measure what it claims to measure and is it well designed?</b></p> <ul style="list-style-type: none"> <li>▪ Each of the 200 statements embedded in the iWAM has been designed to measure a specific metaprogram – certified practitioners are able to tell which statement is designed to measure which specific pattern</li> <li>▪ The correlation between the metaprograms from different categories is generally below 0.25, pointing that they are independent constructs</li> </ul>
<b>Consistency</b>	<p><b>When testing people several times with iWAM, how consistent are the results?</b></p> <ul style="list-style-type: none"> <li>▪ 95% of the findings are iWAM can be confirmed during a retest using using the LAB Profile<sup>®</sup> interview.</li> <li>▪ With a conventional test-retest, where people completed the iWAM a second time after a period of 1 month on average, the scores for most patterns remained within 5% of the original score, meaning that iWAM came to virtually the same conclusion regarding the pattern.</li> </ul>
<b>Predictive Power</b>	<p>iWAM can predict 45 to 65% of the actual work performance of staff.</p>