

# Psychometrics in Coaching

## KEY TAKEAWAYS



Psychometrics provides a third  
objective voice in the coaching  
conversation.



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## Why psychometrics in Coaching?

It provides a third objective voice which can help further the conversation.

Coaching and testing have been historically at odds with each other as they come from very different places. Both have taken different views about how to maximize human potential, human health and human happiness. But this is now changing



Early testing was hugely influenced by the need to measure and assess individuals – whether clinically or occupationally.

Coaching emerged with a focus on mentorship and teaching techniques, evolving into sophisticated approaches to help people be the best they can be.

Coaching can positively impact a wide range of areas, including performance, motivation, communication, problem solving, self-awareness and the quality of life in and out of work.

Psychometrics – better known as personality profiling, is evolving rapidly to support not only coaches but the individual to develop these areas using valid, reliable data that creates meaningful insights.



Coaching is most effective  
when there is a meeting  
of minds.



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The use of psychometrics in coaching provides a common language to discuss behaviours, emotions and problems in environments where sometimes that's difficult to do.

Psychologists as well as Coaches agree active listening and truly being present, will change somebody's mood and outlook on life. It doesn't matter what techniques you use.

Whether a clinical session, therapeutic or a coaching session  
- the outcome very much depends on the quality of the relationship.  
An easy to understand language of personality can lay this foundation.

While coaches typically use personality tests to focus in on behavioural aspects of a person's personality. There's an increased interest in strengths and emotional intelligence.

These are providing a more relatable experience for individuals and move away from the historical 'gap' model of development.

Any suite of tools should be complimentary to each other..



A good measure of personality can be used at any point of a coaching conversation.

Tests are typically used at the beginning of an engagement to create self-awareness and common understanding. While not restricted to any one stage, it ultimately should fulfil a purpose and coaches should always seek permission from their coachee or client. Testing in coaching provides a vocabulary to discuss emotion and problems in environments where sometimes that's difficult to do.

Individuals tend to have a negative response to cognitive type tests, personality is generally more accepted – as ultimately we all like to talk about ourselves and are often curious to the information they provide.

Good tests produce different outputs for different purposes using valid and reliable measures. Each combine to build a picture of the individual and help create understanding.



Together, testing & Coaching  
can help people overcome  
difficulties and realise their true  
potential.



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Because psychometrics tend to use numbers, a debrief of a person's profile helps create insights and clarity on the measures being used. A good profile, such as Facet5, will help the individual understand themselves in context of others. It should never be a comparison of good or bad or right or wrong.

When assessing which test to use, always do it yourself first. And think about the sorts of people you coach - is the language the right language?  
Does it provide a non-judgemental approach?  
Does it focus on assessment or development?  
Is it age appropriate?

Ensure you check the reliability and validity.  
Does it measure what it says it measures?  
Does it measure it accurately and on all occasions?  
But most importantly - does it measure the whole of the person?



Facet5 has a great report which I can share with anybody. It combines a trait based five factor model and a quasi-type approach. So, you can explain the results in a number of different ways to people. It provides an easy to understand, balanced language that is strength based, but doesn't shy away from potential areas of risk.

In particular, it has a superb treatment of emotionality. This is often known in psychometrics as neuroticism. Facet 5 has the best treatment of that very important factor in people's personality..

*Jan Florance.*



A psychometric used in coaching is only as good as the conversation based on it.



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## KEY TAKEAWAYS

Global learning conference  
For HR, L&D, OD and Coaching professionals.

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