



**SMART**

**Personality  
Assessment**

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**Technical Manual**

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# Overview of Personality

The term "personality" comes from the Latin word *persona*, meaning "mask," and now refers to the psychological traits that explain human nature and individual differences.

## Historical Foundations

### Lexical Hypothesis (Sir Francis Galton, 1884):

Father of psychometrics, Sir Francis Galton (1884) was the first scientist to analyze the structure of personality using a lexical hypothesis. The lexical hypothesis is one of the most extensively used underlying theories of personality and rests on two arguments;

(a) personality characteristics that are most important in people's lives will eventually become a part of their language.

(b) more important personality characteristics are more likely to be encoded within language as a single word.

Based on this lexical hypothesis, Allport (1937) was the first to use the term "personality" in its modern application and produce an understandable classification of human traits that led to the clustering and later factor structure of personality traits by Cattell (1957) and Costa & McCrae (1985).

## Key Approaches of Personality Assessment

- Type theories (Jung, 1921) examine certain broad categories of personality and then groups individuals based on the similarity with the group. So, this grouping or sets of types are called typologies. A type is simply a class of individuals who share a common collection of characteristics.
- Trait theories (Cattell, 1957) on the other hand, suggests that people have certain basic traits and it is the strength and intensity of those traits that account for personality differences. The foundation of the Big5 Model lies in the Trait theory of Personality. The Big5 Model is based on the Trait Approach.

# Overview of the Big5 Model

The Big5 Model identifies five core dimensions of personality, introduced in the 1960s by researchers like Warren Norman and Lewis Goldberg. It gained prominence in the 1980s through Paul Costa and Robert McCrae, who emphasized its universality across cultures and ages.

## The Five Factors

- **Openness to Experience:** Creativity, curiosity, and willingness to try new things.
- **Conscientiousness:** Self-discipline, organization, and reliability.
- **Extraversion:** Sociability, assertiveness, and energy.
- **Agreeableness:** Empathy, cooperativeness, and compassion.
- **Neuroticism:** Emotional stability, anxiety, and sensitivity to stress.

Costa and McCrae developed the **NEO Personality Inventory** to measure these traits, emphasizing their biological basis and stability over time.

# SMART Personality Assessment

## Introduction

The SMART Personality Assessment is a cutting-edge tool based on the Big5 Factor Theory, designed to provide accurate, reliable, and actionable insights into individual personality traits. It offers a comprehensive understanding of human behavior through five key components, enabling nuanced evaluations that are invaluable for personal development, team building, and hiring decisions. By understanding these dimensions, both organizations and individuals can make informed choices to foster growth, alignment, and success.

- **Sociability:** This factor evaluates an individual's comfort and enthusiasm in social interactions, including their ability to build relationships, communicate effectively, and thrive in community-oriented settings.
- **Mindfulness:** This dimension combines organization, attention to detail, and adaptability, showcasing how well individuals balance structured planning with flexibility and innovative thinking.
- **Agreeableness:** This trait highlights a balance between cooperation and assertiveness, emphasizing empathy, collaboration, and the ability to navigate social interactions with fairness and tact.
- **Receptivity to New Things:** This trait captures openness to novel ideas, creativity, and a willingness to explore unconventional perspectives and experiences, reflecting intellectual curiosity and adaptability.
- **Temperamental:** This dimension measures emotional sensitivity and reactivity, helping to identify how individuals experience and manage emotional fluctuations, stress, and challenging situations.

# Understanding the Link: SMART Factors as an Adaptation of Big5

Here's the table drawing parallels between the **Big5 Factors** and the **SMART Factors** for better understanding

<b>Big5 Factors</b>	<b>SMART Factors</b>
<p><b>Openness to Experience:</b> Creativity, curiosity &amp; willingness to try new things.</p>	<p><b>Receptivity to New Things:</b> Captures openness to novel ideas, creativity, &amp; a willingness to explore unconventional perspectives &amp; experiences, reflecting intellectual curiosity &amp; adaptability.</p>
<p><b>Conscientiousness:</b> Self-discipline, organization, and reliability.</p>	<p><b>Mindfulness:</b> Combines organization, attention to detail, and adaptability, showcasing how well individuals balance structured planning with flexibility and innovative thinking.</p>
<p><b>Extraversion:</b> Sociability, assertiveness, and energy.</p>	<p><b>Sociability:</b> Evaluates an individual's comfort and enthusiasm in social interactions, including their ability to build relationships, communicate effectively, and thrive in community-oriented settings.</p>
<p><b>Agreeableness:</b> Empathy, cooperativeness, and compassion.</p>	<p><b>Agreeableness:</b> Highlights a balance between cooperation and assertiveness, emphasizing empathy, collaboration, and the ability to navigate social interactions with fairness and tact.</p>
<p><b>Neuroticism:</b> Emotional stability, anxiety, and sensitivity to stress.</p>	<p><b>Temperamental:</b> Measures emotional sensitivity and reactivity, helping to identify how individuals experience and manage emotional fluctuations, stress, and challenging situations.</p>

# Scale of the Questionnaire

**Likert Scale:** Selected for its simplicity, ease of use, and ability to capture nuanced responses.

- Used across disciplines such as psychology, sociology, market research, and customer satisfaction surveys (Jamieson, 2022).

**Structure:** Respondents rate their level of agreement/ disagreement on a five-point scale:

- Strongly Agree
- Agree
- Somewhat Agree
- Slightly Agree
- Disagree
- Strongly Disagree

## Test Administration

### Guidelines:

- Administered consistently across all test takers.
- Available on both computer and mobile devices.
- Should be completed in a quiet environment with minimal distractions.

### Requirements:

- Test takers must finish in one uninterrupted session and submit responses to generate meaningful insights.

### Standardization:

- Ensures consistent environments for all test takers.
- Minimizes external influences on test performance.

# Psychometric Properties of SMART Personality Assessment



## Validation Supervised by Expert Psychometrician

To uphold the highest standards of reliability and validity, the validation of the SMART Personality Assessment was supervised by Prof. Iyer, a renowned expert in psychometrics and testing. With decades of experience and a celebrated reputation in the field, Prof. Iyer's guidance ensures the assessment meets rigorous scientific and professional benchmarks, offering unparalleled precision and trustworthiness.

### Reliability:

- The validation study demonstrates high reliability with coefficients ranging from 0.76 to 0.82, exceeding the industry standard of 0.6.
- Ensures precise measurement of personality factors, with variations reflecting genuine traits rather than random errors.
- Validation includes focus groups representing the target audience, ensuring accurate measurement of intended constructs.

# Global Benchmarking and Norm Standards



**Sample:**

Based on a diverse group of over 7,500 participants spanning:

- **Geographies:** India, USA, Europe, Southeast Asia, New Zealand, Australia, and Africa.
- **Industry Type:** Healthcare, Retail, Corporate Services, Design, Education, Technology, Finance, Media & Communications.
- **Diverse Job Roles Across Industries:** Leadership & Executive Roles, Information Technology (IT) and Software Development, Sales, Business Development & Marketing, Human Resources & Talent Management, Finance, Accounting & Legal, Operations, Logistics & Supply Chain, Design, UX/UI & Creative Roles, Engineering & Technical Fields, Customer Service & Support, Research & Development, Healthcare & Social Services, Administrative & Clerical Roles

**Purpose:** Provides accurate global benchmarking and reliable assessment across industries and roles.

## Fairness and Inclusivity

**Core Principles:**

- Unbiased and culture-fair, offering equal evaluation opportunities for all candidates
- Gender-neutral and accessible, with clear and stereotype-free language.

**Rigorous Review:**

- Test items are reviewed to eliminate biases related to race, ethnicity, gender, or socioeconomic factors, ensuring respect and integrity for all candidates.



*This assessment has been meticulously developed in strict adherence to BPS (The British Psychological Society) guidelines, which are grounded in the EFPA (European Federation of psychologists' Association) review model. This ensures alignment with established scientific standards and reinforces their credibility. While the assessment is not yet officially certified by BPS, it has been crafted and validated by experts with BPS test user experience, ensuring their quality and reliability.*

# Interpreting the Report

This section explains how to understand and apply personality assessment results effectively, highlighting their role in fostering growth, improving team dynamics, and aligning traits with the right roles and environments.

- Personality assessment scores should not be seen as inherently positive or negative.
- The focus is on compatibility between an individual's traits and the work environment or profile.
- The report analyzes behavioral traits and is not a measure of workplace performance.
- Personality insights offer a baseline for behavior but should be considered with skills, experience, and context.
- Individuals can use the findings to recognize their strengths, blind spots, and areas for growth, promoting continuous self-improvement.

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