



The art of assessment

# Central Test

## Leader in online psychometric testing

- **Recruitment**
- **Career Profiling**
- **Talent Management**
- **Training**

## **PRESS KIT 2011**

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## About the company

**Central Test** was established in 2002 by psychologist and business graduate, Patrick Leguide, who remains the company's president and CEO.

The company designs, scientifically validates, and publishes a comprehensive range of psychometric tests for recruitment, career guidance, talent management, training and personal development purposes.

**Central Test** is the only publisher in Europe to offer differentiated BtoB and BtoC products and services. The BtoB market accounts for some 75 percent of Central Test's annual turnover and the company now has 3,500 clients in over 50 countries. An estimated 5,000 Central Test evaluations are taken every day by job applicants and employees. The tests are available in seven languages: English, Spanish, French, German, Dutch, Italian and Romanian.

**Central Test** was the first publisher to introduce online testing to the HR sector in many countries. The company has seen considerable growth in its activity in emerging markets, most notably in South America, Asia and Africa, and is positioned well among the market leaders in those continents. Central Test's range of tests are available to the international market through its website, subsidiaries and resellers in Canada, Switzerland, north Africa, Mexico and Colombia.

## About the founder and CEO



**Patrick Leguide** is Central Test's founder and CEO.

He has a master's degree in Cognitive Psychology at the Paris Descartes University and a master's degree in Business Management from the Sorbonne. He is an affiliate of the British Psychological Society (BPS).

Patrick Leguide started his career as a consultant and was the head of marketing research for Novartis (Harris Interactive), a European leader in interactive market research. Later on, he joined CyberSearch Group as a recruitment consultant and eventually became the marketing director. It was while he was here that he

became aware of the commercial potential of on-line psychometric tests.

He has co-authored several books on psychometric testing, and his most recent co-publication (2009) in French is Les meilleurs tests d'orientation, de personnalité et de QI. (The best career tests, personality tests and IQ tests).

### Shareholders

Patrick Leguide – Founder, Chairman and CEO

David Leguide – Administrative and Financial Director

Naxicap Partners joined Central Test in 2009 bringing with it an investment of €750,000.

Naxicap is a leading provider of development capital to French small and medium enterprises (SMEs). Naxicap Partners – with €740 million under management – works with entrepreneurs to build solid partnerships aimed at underpinning the success of their projects. For more information, see [www.naxicap.fr](http://www.naxicap.fr)

# HR Products and Services



Central Test's aim is to provide businesses, universities and HR professionals with a comprehensive range of personality, intelligence and skills tests for recruitment, evaluation and coaching purposes.

The personality tests facilitate the recognition of candidates' innate aptitudes and identify the basis of their skills – all with reference to a comprehensive selection of jobs and potential careers.

The Intelligence and Aptitude tests identify how prospective employees will perform in a particular job and enables recruiters to simplify the implementation of internal evaluations.

## Personality and Career Tests

- **Professional Profile**
- **BF5 – Personality Test**
- **Sales Profile**
- **CTPI-Pro**
- **Management Style Inventory**
- **Occupational Interest Inventory**

## Intelligence and Aptitude Tests

- **Reasoning Test**
- **EQ Test- Corporate**
- **Business English Test**
- **French Language Test**

## Scientific validation



Periodic assessment of validity and fine-tuning are crucial for long-term survival and effectiveness of any psychometric test. Central Test takes the greatest care to regularly assess the psychometric properties of all its tests. These assessments involve content review, statistical analysis and independent validity studies.

Every test published and distributed by Central Test has been validated by a team of psychologists specializing in the field of psychometrics. The tests conform to the international standards of scientific validation set out by the International Test Commission (Central Test is member n° A-110), and the American Psychological Association. Details of the validation studies are included in the manuals that accompany the tests.

## Training Seminars

In its role as a certified training organization, Central Test runs training seminars to help its clients become familiar with the benefits of psychometric testing in the workplace and to give a thorough understanding of its assessment tools and evaluation platform. Central Test has formed a partnership with the National Academy of Psychology (NAOP) to provide accreditation in Occupational Testing and Assessment.

The screenshot shows the Central Test website homepage. At the top, there is a navigation bar with links for Home, Contact us, Careers, and a language selector for United Kingdom, Europe. The main header features the Central Test logo and the tagline "The art of assessment" with the subtitle "Leader in online psychometric testing". Below the header is a secondary navigation menu with links for Home, News, HR Tests, Partnership, Individuals, and About us.

The main content area is divided into three columns:

- HR PROFESSIONALS:** Titled "MANAGE YOUR HUMAN RESOURCES ON LINE", it describes the online evaluation platform and lists "Our HR tests" including Recruitment Personality Test - corporate, Sales Profile Test, BF 5 Personality Test, CTPI Pro, Career Test, Reasoning Test, and EQ Test - corporate. It includes a "FREE TRIAL OFFER" button and a "View all HR tests >>" link.
- NEWS UPDATES:** Lists recent news items such as "Temperament Evaluator Test - revised and renamed", "Central Test's popular Career Test is now available on iPhone", and "Just Released! CTPI - Pro". It includes a "See all news" link.
- PARTNERSHIP:** Promotes becoming a licensed distributor/reseller of Central Test products, mentioning a partnership with Monster. It includes a "Request for partnership with Central Test" button.

Below the main content area, there are several promotional banners and sections:

- A banner for "INDIVIDUAL" featuring a woman working on a laptop, with the text "+ 900 professions analysed" and "CAREER TEST Discover the profession that suits you best". It includes a "Test yourself" button.
- A section titled "RECRUITMENT PERSONALITY TEST" describing the test's purpose and key features, such as being a dynamic and pragmatic approach based on recent psychological theories and profile matching with job-positions.
- A section titled "Our Top-Six Tests for Individuals" listing: Career Test, Recruitment Personality Test, Professional Profile, Management Skills Test, Marketing Aptitude, E.Q Test, and All tests for individuals.

# Psychometric tests for individuals

Central Test has been active in France since 2002, where it is the largest player in the BtoC sector for career guidance tests – and currently has more than 60 percent of that market share. Now, with its sights firmly set on the international BtoC sector, the company proposes ten personality, skills, and careers tests designed specifically for individual users.

These psychometric tests help job-seekers, students, graduates, and employees to recognize their natural skills and abilities, while also identifying areas that need to be developed and enhanced. Whatever the professional circumstances, these tests help individuals to learn more about themselves and will allow them to identify their personality types, values and preferences.

## Personality and Career Tests

- **Career Test**
- **Personality Pro**

## Skills and Aptitude Tests

- **Management Test**
- **Marketing Aptitude Test**
- **EQ Test**



All the tests have been developed and validated by Central Test psychologists on a representative English speaking sample population. Central Test is the leader in personality, ability and career testing with more than 3,500 clients and two million internet users.

## Central Test's key statistics

### 2011 – A strategic year for the company

- 10 years of online psychometric assessment experience
- 32 tests available in seven languages (French, English, Spanish, German, Dutch, Italian and Romanian)
- 3,500 clients internationally – recruitment agencies, businesses, educational institutions, and other personal growth centers
- 200 internationally recognized partners: Monster, Bell, Michelin, Dell, ABC, Kraft, McDonalds, Total, SFR, and many more
- 5,000 of our tests are taken every day
- Turnover of €1.4 million in 2011 – an increase of 15 percent on 2010 figures
- 30 percent of business coming from exports
- 75 percent of annual turnover realized in the BtoB sector
- \$750,000 investment from our venture capital partners, Naxicap

## HR Articles and Expert opinion

### Ten points to bear in mind when choosing a psychometric test

From personality tests and career guidance tests to tests that measure IQ and EQ, there's a wide range of psychometric tests currently available on the market. If you're trying to find the tests that best suit your company's needs, here are ten pointers you should bear in mind:

#### 1. Each test has a target audience

Keep both your audience and your objectives in mind. A well-defined target profile will help you select the test or tests that are most appropriate to the position you are trying to fill. For example, the Reasoning Test (an IQ test) is aimed at defining a more technical profile, whereas the Emotional Intelligence Test – Corporate, may be a better choice when you're recruiting for junior management positions. The same principle applies with personality tests; some are designed to be more management-oriented than others. Your best strategy is to choose a publisher that offers a wide range of tests from which you can choose two or three core tests.

#### 2. Choose a scientifically validated test

The development and validation of a single psychometric test takes an average of four years of intensive research. Validity studies are carried out according to international psychometric standards and you should look for a reference to these in the user's guide of any test you intend to use.

If the user's guide for a particular test contains only general information and has no reference to specific statistics, then the validity of this test is questionable. You should also look to see when a test was last updated; in order for any test to remain relevant, it should be revised approximately every three years.

#### 3. Choose a test that's available on line

Nowadays, with Web 2.0 technology, tests that yield immediate results have a clear advantage over those that don't – and online tests are every bit as reliable as the traditional, paper versions. Online tests will help you to save both time and money by allowing you to evaluate candidates and employees remotely.

#### 4. Make sure you get customer support

Opting for online tests doesn't mean that you have to fend for yourself if you encounter a problem. But choosing a publisher with a reliable and easily accessible customer support service is a must.

#### 5. Choose a test that's available in several languages

If your company has branches in more than one country, or you work with people from different language groups, you may need to consider tests that are available in a choice of

languages. Choose a publisher that offers this option, but be aware that tests need to be re-validated after they have been translated – the validation of a test in its original language is not enough to authenticate it in its translated form.

## **6. Look for a social desirability indicator**

Make sure a test cannot be “outwitted” by a candidate who, consciously or subconsciously, seeks to give an overly favourable account of their personality or skills. Look at the way in which the questionnaire is structured, the transparency of the individual questions, and, most importantly, the presence of a social desirability indicator.

## **7. Look for a personalized report**

To prevent interpretational mistakes and to offer effective feedback, tests should come with clear, written reports, giving unambiguous results accompanied by graphs and a summary.

## **8. Choose a test you can configure yourself**

Reputable psychometric tests allow you to set your own parameters or compile a list of skills that you require to fill a specific position. This is a particularly effective feature that helps you to get the best out of any test, whether you’re using it for recruitment or to manage internal mobility.

## **9. The training component**

Some publishers require you to take a training course in their tests before you can use them while others offer an optional training seminar. But whether it’s mandatory or elective, you should take full advantage of this training stage in order to better understand the administration of psychometric tests and interpret them more effectively.

## **10. Financial investment**

The best tests aren’t necessarily the most expensive ones. Online versions can help you to keep your costs low while still maintaining the highest quality. Publishers often offer the choice of a single payment method or an unlimited subscription. Opting for an initial single payment gives you time to think more about the product, to take the test yourself, and even to try it on colleagues or volunteer candidates before completely committing yourself.

***By Patrick Leguide, CEO Central Test***

## Testimonials

*Finally a recruitment tool that is simple, efficient, detailed and cost-effective. The results are displayed instantaneously allowing a rapid decision. I would recommend Central Test to any employer!*

**Marie-Josée Bertrand, Divisional HR manager, Bell Canada, Montreal, Canada.**

*This is the first time Michelin Tyre Ltd, based in Manchester, UK has used online psychometric testing to assess potential candidates. I find that an interview does not always give you all the information you require about a candidate to be able to make a decision. The Professional Profile Test helped us to learn more about candidates' characters and allowed me to assess how they would work in a team environment!*

**Lucy Renham, Contact Center Manager, Michelin Tyre PLC, Manchester, UK.**

*We have developed a culture of testing in our company. It is mandatory for all prospective candidates to complete psychometric tests prior to interview. Central Test's assessment tools have become a major part of our recruitment process and we are satisfied with the results.*

**Himanshu Mohapatra, Manager-HR Ortel Communications Ltd, Bhubaneswar, Orissa, India.**

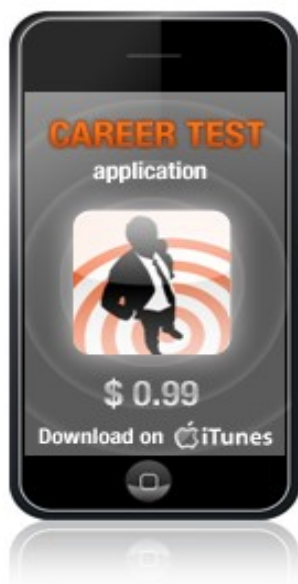
*An advantage of the tests is that the candidates obtain a report via their email, with the interpretation of their results. This shows that one cannot get to know enough about oneself both professionally and personally. The use of these psychometric assessments reflects our professional approach in our recruitment procedure. These tests are simply the best in terms of practical application, efficiency and as an aid to recruitment!*

**Thierry Dupuich, Director of Admissions and Examinations, Montpellier Business School, France.**



## Central Test's professional Career Test – now on iPhone

### Press Release



Central Test is now offering its first professional iPhone career guidance test. The company designs, scientifically validates, and publishes a comprehensive range of psychometric tests for the recruitment, career guidance, career management, and staff development markets.

The **Career Test** is available in both English and French on *App Store*, and can be found under the Education category or by entering keywords such as "career test" or "central test".

The test is available for only **\$0.99**, and once downloaded, you can take it as often as you like. Results are immediate and shareable on both Facebook and Twitter.

This online tool from Central Test is designed to help students, recent graduates, job-seekers and those looking for a career change, to focus on their job searches by analysing their key personality traits and identifying their motivations.

The Career Test is based on John Holland's RIASEC model, and the test report gives a detailed account of a test-taker's key areas of professional interest, and reveals their psychological profile according to the following categories: Realist, Investigator, Artist, Social, Enterprising and Conventional. It also compares test-takers' profiles against 200 jobs and professions to identify which career choices are most suitable for them.

Career Test has been scientifically validated using a representative sample of more than 30,000 internet users.

Central Test was established in 2002 by psychologist and business graduate, Patrick Leguide, who remains the company's president and CEO. The company is the only publisher in Europe to offer differentiated BtoB and BtoC products and services. The BtoB market accounts for some 75 percent of Central Test's annual turnover and the company now has 3,500 clients in over 50 countries.

The tests have been professionally translated, adapted and validated in seven languages: English, Spanish, French, German, Dutch, Italian and Romanian.

See Central Test's full range of personality, career guidance and skills tests at [www.centraltest.com](http://www.centraltest.com)