



Research and Validation

The Emotional Intelligence Style Profile or EISP

Background

The Emotional Intelligence Style profile (EISP) was developed in Australia in 2003 and was first published in 2004 by Team Publications Pty Ltd. In the original design of the EISP, a pool of 60 items was developed. Through factor analysis of these items and expert content analysis the number was reduced to 32 items. Sixteen items were identified as being of high relevance to the “Motivation/Drive” scale and sixteen items were identified as being of high relevance to the “Degree of Structure” scale which predetermined the number of items for each of the other dimensions of the EISP to 8 at each end of the two scales. Each dimension was therefore assigned the 8 highest loading items for each of the four available styles of Reflective, Conceptual, Organized and Empathetic. This is a reasonable number of items for a questionnaire to achieve high reliability. Participants are given up to 20 minutes to complete the assessment by answering thirty-two questions by responding to each item: TRUE, PARTLY TRUE, NEUTRAL, PARTLY FALSE and FALSE. It should be noted that the results and interpretive report of the EISP are purely self-indicated style preferences. This assessment therefore concerns itself to have good face validity and does not attempt to be a complex psychometric assessment.

The Theoretical Background to the EISP

Arising out of the research work of Peter Salovey and John Mayer, Emotional Intelligence has become a familiar term in recent years, and has come to be seen as something which individuals should be able to effectively apply in business. Despite the widespread popularity and proliferation of Goleman’s competency based model for emotional intelligence, the research work on the subject (and on different E/I styles in particular) can be reduced even further to two dimensions or continuums. These are:

- Individual drive or motivation
- Thinking structure adopted by the person

DRIVE OR MOTIVATION

Personal motivation underpins many of the prevailing theories about emotional intelligence as it is important to understand what people tend to drive towards or are interested in pursuing from a goal perspective within relationships with others. The two ends of the continuum are as follows:

1. A drive towards outcomes
2. A drive towards beliefs

The drive towards outcomes reflects an interest in specific goals and targets as well as in task achievement or tangible action steps. This end of the continuum is often useful for recognizing context, associations and relationships between ideas or data, or making rational sense of their world.

The drive towards beliefs reflects an interest in values and attitudes, and people and relationships in particular. This end of the continuum is often useful to quickly recognize emotions or feelings (whether are experienced by the individual person or are expressed by other people or entire groups).

THINKING STRUCTURE ADOPTED

Writers and researchers such as Jung, Cattell, Myers-Briggs and others have long recognized that individual thinking styles fall into two major categories. Intuitive or ‘free association’ thinking, and more structured and analytical thinkers. This is reflected in the other major axis in this model.

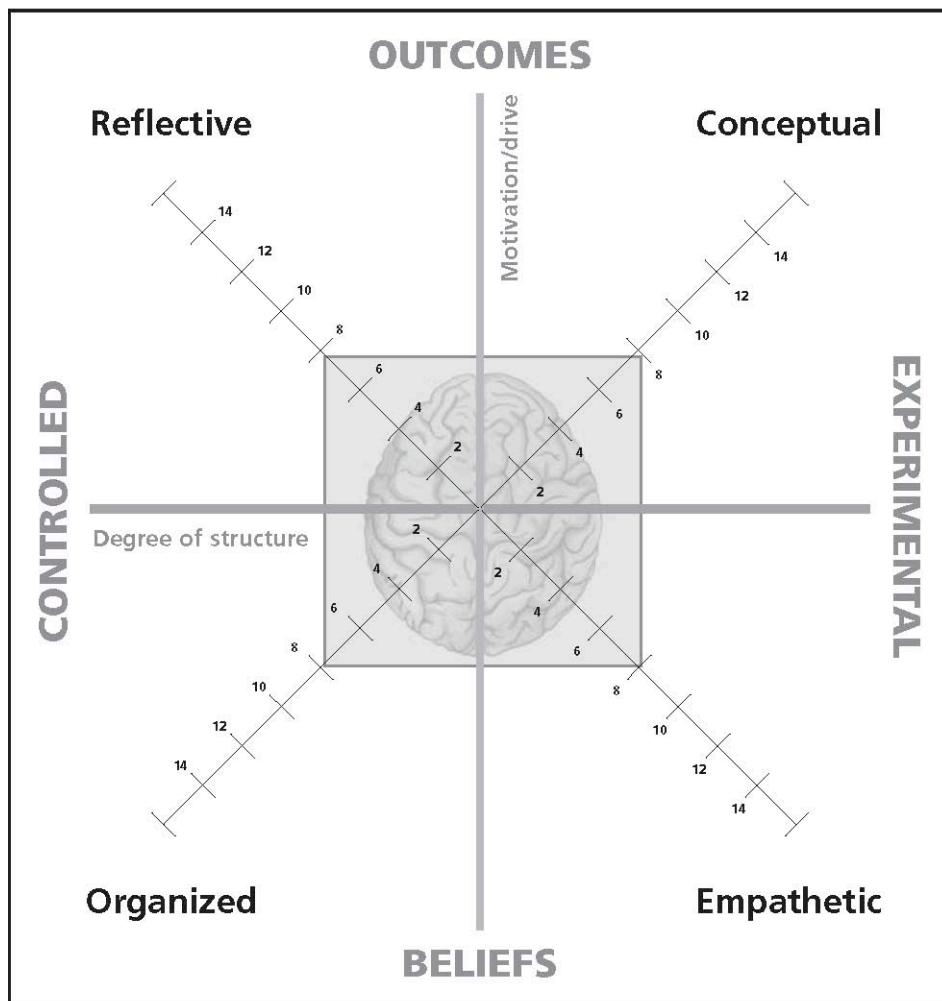
The two ends of the continuum are as follows:

1. An orientation towards experimentation
2. An orientation towards control

An experimental preferred thinking structure reflects an interest in the open exploration of ideas (diverging rather than converging). This end of the spectrum is therefore often good for dealing with ambiguity and uncertainty or for accepting quite varied data and opinions.

A controlled preferred thinking structure reflects an interest in an ordered, systematic sequential thought process (converging rather than diverging). This end of the spectrum is therefore often useful for applying sound and careful logic to data or opinions.

By intersecting these two axes, a four quadrant grid is created.



This grid creates four possible style types, which can be simply labeled.

The Validity of the EISP

Validation is a general term used by psychologists for evidence that supports a test's worth or grounding. More specifically, a test's validity is the extent to which the test measures what it claims to measure. Any evidence supporting the test's utility can be viewed as supporting its validity. Construct validity is the broadest form of validity, but a common approach to collecting evidence is using statistical or criterion related validity. A further approach to validating tests is examining its content validity (relevance).

For the purposes of validating the EISP, several approaches were used as follows:

1. As the EISP maps on to an already well-established model of personality (such as Hermann's Brain dominance index for example) the constructs intended are not in dispute.
2. The correlation between the EISP and other well-established indicators and provides convergent validation evidence
3. Case study examples using the EISP demonstrate how the EISP meets its purpose of helping the individual to identify their type.
4. A group of 75 people were invited to take the questionnaire and assess validity on each of the four style scales as a result. A substantial majority expressed a strong opinion that the results from the EISP were valid for them at the content level.

Construct validity

The design and development of the EISP has been consistent with the content of the meaning of each construct preference. The content relevance of each statement is clearly observable and integral to its design.

Where traits are being measured then it is necessary to identify precise levels. When many factors of behavior are being determined then precise measurement is required. However, where there are only a few broad, clearly distinguishable dimensions with historically proven constructs then statistical validation is less relevant. The EISP maps onto the four dimensions, so it is more critical to substantiate the theory for this basis.

The EISP measures the strength of preference along each of the two major scales in the instrument (using eight statements for each of the four available styles). The scale of each of the four styles of the EISP is from 0 to 16, which reflects a band or range of behavior within which the individual feels comfortable using the resultant scale in social situations (if a person chooses the "true" statement for all eight statements belonging to one style they will score 16 on that scale and zero on its opposite, for example).

Early results suggested that it is not unusual for individuals to score in all four styles quadrants (and may even be relevant balanced in all four). However, it is more common for individuals to have one primary and one secondary style that dominate over the other two.

The on-line version of the EISP allows for not only a much faster questionnaire completion but automatically appends an interpretive report based on the dominant style of the 4 available.

The EISP is now used by many organizations. It has also been used in 11 countries to over 13,500 individuals over the past 9 years.

Research and Validation-General Information

All the instruments or profiles developed by WCOD or hosted on the www.ReadyToManage.com web site have been subject to extensive research and testing before they are released to market. All profiles published by WCOD (currently over 40 separate diagnostic tools on the site) have been published in paper booklet form. All these were developed in the period 1996-2010 and were subject to extensive testing to ensure that face validity, content validity, construct validity and reliability reached sufficiently high levels to be seen as an accurate and credible measurement tool.

In addition to testing and pre-publishing research, all profiles have been fully available for a period of at least twelve months in the market in paper booklet format (where further minor refinements could be made according to feedback and norm data collected). In their paper form, these profiles are sold in several countries around the world. However, the primary markets in which they sell most are Australia, Canada, New Zealand, the United Kingdom, Ireland and the United States.

Once tests are available on the Internet, user norm data is available on a real time basis to the profile participant in the form of a bar on a graph in the specific profile that they are using. It is also available in a variety of demographically sorted forms directly from WCOD

Short Client List for the EISP:

