



The UK's leading independent group of
psychometric practitioners

New Frontiers in Psychometrics Seminar

Thursday 24th November

9:00am – 1:20pm

Online Seminar

“For the times they are a-changing”.

Bob Dylan's title song of his 1964 album was meant to be an anthem of change which paid tribute to the past in its folk style. This New Frontiers event sees a jam-packed agenda taking us on a journey. We start with a look at how our psychometric past influences our present and then explore some of the varied ways our profession is developing to end with a group discussion of how we might want to shape our collective future. So, take Bob's 1964 advice “...and keep your eyes wide, the chance won't come again” and join us to collectively explore what our psychometric future holds.

Dr Hugh McCredie will be our psychometric historian guide followed by Ben Williams providing another of his informative overviews of how AI is being used in people decisions. Peter Burnham will share insights on the application and reach of People Analytics and Marcus Gee will explain how Organisational Network Analysis (ONA) is changing the way we can look at the interactions between people in an organisation and see beyond the traditional personality questionnaire.

We'll also be hearing from a range of practitioners who are working hard to update and adapt our more traditional assessment and development approaches and make sure our tools are relevant for our changing context. Martin Kavanagh will be sharing an innovative way to approach large volume assessment, Steve Willshaw will introduce TIFF, a framework from Transactional Analysis which focuses on self-awareness and behaviour change, Clare Mottram & Jason Lang will talk to us about enhancing the psychometric assessment experience for neurodiverse participants and Dr Rainer Kurz will share the latest developments and his thinking on the Great 8 competencies. We will end with a chance to discuss, integrate and think how we might want to approach our collective future.

Please note the earlier-than-usual start time, we have a lot of great contributors at this event.

Seminar Agenda

09:00 Registration (*bring your own coffee and conversation*)



09:10

Welcome, Introductions and Overview of the Session

Tameron Chappell, CPsychol., Event Chair and Chairperson of TPF



09:15

Heroes, Landmarks and Blind Alleys in Personality Development

Dr Hugh McCredie PhD, CPsychol., FBPsS, CertPBP, CharteredFCIPD

Based on a series of ten articles about Personality, which have been published in the magazine Assessment and Development Matters (ADM), Hugh will be taking us for a 'gallop' through the development of personality theories over the years, giving perspective to the current world of assessment.



09:45

I'll Have a Babycham: What the Future Holds for Assessing and Developing Personality

Tameron Chappell, CPsychol., Event Chair and Chairperson of TPF

09:55 Brief Comfort Break



10:05

A Summary of How AI is Being Used to Make People Decisions

Ben Williams, CPsychol., Founder and MD of Sten10



10:30

How Psychometric and Behavioural Data can be used in People Analytics.

Peter Burnham, Director of Peopleytics,

An overview of what People Analytics is, the role psychologists play in this field and why psychometric and behavioural data is so important to this emerging field



10:50

Organisational Network Analysis

Marcus Gee, Organisational Psychologist, Lead Consultant, Mentis

How Organisational Network Analysis (ONA) is changing the way we can look at the interactions between people in an organisation and see beyond the traditional personality questionnaire.



11:10

Are We Ready For The Future?

Led by Tameron Chappell, Event Chair and Chairperson of TPF

11:25 Refreshment Break



11:35

Future Talent Recruitment

Martin Kavanagh, C.Psychol., Head of Assessment at Amberjack Global

Looking at an innovative way to approach large volume assessment



11:55

Transactional Analysis: Functionality Fluency Model and TIFF profiling

Steve Willshaw, Steve Willshaw Consulting Ltd.

An introduction to TIFF, a framework from Transactional Analysis, which focuses on self-awareness and behaviour change.



12:15

A Celebration of Neurodiversity and Update on SHL Research

Clare Mottram, Senior Scientist and Jason Lang, Senior Consultant, SHL

Clare and Jason will be discussing the latest research from SHL's Neurodiversity Programme, which seeks to improve the assessment experience of neurodiverse talent. Their research programme has recently been shortlisted for the 'Making a Difference – Private Sector' award by the Recruitment Industry Disability Initiative (RIDI). A particularly meaningful category for SHL's research team, given that this is what they are striving to achieve.



12:35

The Great 8: Two Decades of Personality, Ability and Competency Assessment Integration

Dr Rainer Kurz, Chief Psychologist at HUCAMA

HUCAMA has grown since the company's foundation in 2009 into a leading provider of online assessment tools. People related analytics assessments are used to identify the relationship between employee characteristics and top performance. It has been identified how individuals typically behave and what patterns underpin success in specific jobs.



12:55

Integration and our Collective Future

Led by Tameron Chappell, Event Chair and Chairperson of TPF

13:15 Seminar Close

Tameron Chappell

Speaker Biographies:

Dr Hugh McCredie, PhD, CPsychol., FBPsS, CertPBP, Chartered FCIID: *Chartered Psychologist and Author*

Following a career in HR and Management assessment & development, Hugh has written a series for Psyche and Assessment and Development Matters (ADM) charting the histories of personality, intelligence and implicit motives testing. These followed an earlier series on the Big Five and managerial effectiveness. Amongst his recent interests is the stability in adulthood and what is measured by psychometrics.

Tameron Chappell, CPsychol.: *Director, Athinka Ltd.*

Tameron is a Chartered Psychologist and Chair of The Psychometrics Forum alongside managing her own business psychology company, Athinka Ltd.

Ben Williams, CPsychol.: *Founder and MD of Sten10*

Ben is a Chartered Psychologist and Associate Fellow of the British Psychological Society, Certified Principal Business Psychologist of the Association for Business Psychology and Registered Occupational Psychologist with the Health Professionals Council. He has over 20 years experience working across all areas of Business Psychology and heads up the Sten10 assessment design consultancy and has previously acted as Chair for the Association for Business Psychology.

Peter Burnham: *Director, Peoplytics*

Peter is a Business Psychologist with 20+ years experience. He specialises in assessment, leadership, psychometrics, performance and people analytics. Recently what has driven his interest is how technology can be used to bring together people data in large organisations in order to help drive HR strategy and ultimately the bottom-line performance of those business.

Marcus Gee: *Organisational Psychologist and Lead Consultant, Mentis*

Marcus is an Organisational Psychologist and Leadership Consultant specialising in talent management, organisational development, learning and development, and employee engagement. He has extensive experience supporting organisations in the UK, MENA and APAC regions with large scale leadership selection and development, OD and change initiatives.

Martin Kavanagh, CPsychol.: *Head of Assessment at Amberjack Global*

Martin is a Chartered Psychologist, a Chartered Member of The CIPD and a verified assessor for the BPS. He has significant experience in talent assessment focusing on building processes which support global organisations in identifying the right talent.

Steve Willshaw: *Steve Willshaw Consulting Ltd.*

Steve trained as a TIFF/Functional Fluency provider in 2011 with Susannah Temple and is now the UK Functional Fluency Connector. Steve has worked with over 200 leaders and managers in educational, social work and medical settings, helping them to understand their own behaviour better and create plans to make more effective behaviour choices in the future.

Clare Mottram, CPsychol.: *Senior Scientist, SHL*

Clare is a Senior Scientist on SHL's Science Team, with over 15 years of consulting experience in the talent assessment industry. Clare heads up SHL's Neurodiversity Programme and has expertise in designing, implementing and evaluating a wide range of assessments. A Chartered Psychologist she holds an MSc in Occupational Psychology from Liverpool John Moores University.

Jason Lang: *Senior Consultant, SHL*

Jason is an experienced Business Psychologist, who has expertise in both the development of psychometric assessments and their application in practice; he has successfully led and inaugurated projects with clients across the employee lifecycle and constructed a range of assessments; most recently involved with SHL's Neurodiversity Programme.

Dr Rainer Kurz, CPsychol.: *Chief Psychologist at HUCAMA*

Rainer is involved with many projects concerning the development of new assessment tools and organises collaborative research and associated conference submissions – he recently spoke about 'The Great 8' at the Association of Business Psychologists Conference 2022.

Booking Details

Tickets for this event cost: £6 for members, £16 for non-members* and £8 for students.

Reserve your place and pay online via Eventbrite here: [Eventbrite Booking](#)

Refunds: If you need to cancel your place, or wish to rebook for another event next year, you can do so via Eventbrite at any time. If you have any queries please contact Trish at: trish@psychometricsforum.org.

Continuous Professional Development

CPD certificates will be emailed to all attendees after the event.

****Note about membership:** you can join the Psychometrics Forum at any time. If you sign up for membership at the time of booking and pay by direct debit, you will be able to immediately take advantage of the reduced rate for members. Membership forms can be downloaded directly from the Forum website:*

<https://psychometricsforum.org/membership-of-the-forum/>.

We are sure you will find this a particularly valuable day and very much look forward to welcoming you online on Thursday 24th November at 09:00am.

Yours sincerely

Tameron Chappell

Chair of The Psychometrics Forum

email: tameron.chappell@athinka.com

Dates for Your Diary

TPF Events in 2023 [provisional topics TBC]

- Wednesday, April 26th [A celebration of up-and-coming talent]
- Thursday, 13th July [Learning Agility]
- Wednesday, 20th September [Measuring Team and Organisational Effectiveness]
- Tuesday, 28th November – New Frontiers