

Assessment Tool Comparison

	YOUMAP®	DiSC®/INSIGHTS	MBTI®	BIRKMAN	HOGAN
What it Evaluates	<ul style="list-style-type: none"> • Strengths (powered by CliftonStrengths) • Values • Preferred Skills • Burn Out Skills • Interests/ Personality (powered by Holland Occupation Codes) 	<ul style="list-style-type: none"> • Personality 	<ul style="list-style-type: none"> • Personality 	<ul style="list-style-type: none"> • Personality • Interests 	<ul style="list-style-type: none"> • Personality
Per Person Cost	\$129	\$100 / \$350 (Insights)	\$15 - \$40	\$475	\$30 - \$400
Workbook Included?	YES, no additional cost	No	No	\$50 extra	
Hiring/Job Assignment	Appropriate for hiring/selection/job assignment	Not deemed appropriate for hiring by publisher	"Not ethical to use the MBTI instrument for hiring or for deciding job assignments" ²	Appropriate for hiring/selection	Appropriate for hiring entry-level/non-professional roles, development and leadership
Values	Values are correlated to Person-Organization (P-O fit). P-O fit positively correlated to job fit and satisfaction ¹ ; YouMap® reveals top 10 of 44 personal values	Does not assess an individual's values	Does not assess an individual's values	Does not assess an individual's values	3 separate assessments & reports. One evaluates individuals on 10 values with several unrelated to job fit/satisfaction (hedonism, commerce, science, aesthetics)
Personality	Uses Holland Code; open source personality tool designed specifically for work/occupation fit	General use 4-factor model of personality	General use 4-factor model of personality	Uses NEO five factor model of personality: more specificity than 4-factor model	Uses NEO five factor model of personality
Skills	Outlines 55 transferable skills; rates individual's preference for performing each	Does not evaluate skills	Does not evaluate skills	Evaluates interests with limited skill examples listed, individual skill preference not evaluated	Does not evaluate skills
Intuitiveness	Intuitive, easy to understand 10-page report with single page summary	Relatively easy to understand	Language not carried forward by casual user: "I think I was EM...something? EMFJ? Or IMFJ?"	Exhaustive 30+ page complex report; not intuitive, difficult to read and understand	
Individuality of Results	Every YouMap® profile is distinct from person-to-person, regardless	Some individuality accounted for in priorities	Limited to 16 "types". Does not identify any individuality	Some individuality accounted for in interests	Focuses on shortcomings and dark

	of strengths, personality or interest results		within the 16 types. 75% of respondents get a different type result the second time they take MBTI. ³		side of personality, off-putting to many
Actionability	9-page workbook with applicable, practical actions and activities for each of the four dimensions	Includes behavior tips for each of the four types	Action guide not provided	One-page worksheet with five reflection questions, e.g. What commitments, lessons learned, or areas for further exploration might you have?	
Job Fit & Satisfaction	Identifies both Values and Holland Occupation Code for stronger fit/satisfaction, Holland Code is the occupation fit tool of choice for the federal O*NET [®] on-line system that links citizens to employment and training options	Not recommended for use in job fit/satisfaction by the publisher of this tool	Not effective in predicting individual fit or satisfaction in a corporate setting based on nationwide study ⁴	Uses personality and interest to determine job fit and satisfaction	Highly skewed scales substantially reduce utility for managerial development or higher-level hiring; test prep kits sold online to help new hires “pass” the Hogan. ⁵
Ease of sharing	User-friendly, single page summary for display and sharing; summary excludes sensitive information	No summary for team sharing or display	Results are intimate and personal; people may feel uncomfortable sharing in professional settings	No summary for team sharing or display	
Behavioral?	Yes	Yes	No. Focuses on internal thinking, psyche; theoretical	Yes	
Competitive Advantage	Holistic, intuitive, actionable	Easy to understand	Low cost	Wide adoption by large corporations	

What YouMap® Clients & Customers Say

“I, along with my partners, decided to each get certified in different tools so our firm could offer a suite of services. I started researching and was looking at five certifications a week. Once I got to YouMap® I stopped looking. I showed it to my partners and they said, ‘Well, we want to get certified in this, too. It has everything we’re trying to do in one tool.’” —Peggy M., 3 Keys Coaching

“I discovered a tool like no other. In twenty-five plus years of consulting and coaching, this is the best kept secret. I don’t know how it hasn’t existed before this. It shows you a map of you. It’s incredible. Imagine if you had that for every client, how much more powerful the coaching would be.” - Nilvia F., Arize Consulting

“The key difference I’ve found between YouMap® and any other model is actionable guidance; it illuminates the path forward in a single tool to uncover aptitude, motivation, and strengths. YouMap takes self-knowledge

to the next level by focusing on how to apply that knowledge to benefit yourself, your team, your customers, and your organization." – Kimberly T., Sr. Training Manager, Genentech

"I needed to hire someone relatively quickly and I was less interested in their prior experience and more interested in whether or not they were actually wired for things like customer service, records management, detail orientation, etc. Also whether they would be comfortable and motivated working from home. I narrowed it down to two people who I thought would be well suited for the role based on the interviews, then I asked them both to take YouMap® assessments. Looking at their YouMaps it was 100% clear which of the two candidates was a better fit for the position. The individual I hired worked out wonderfully and I've known from day one what tasks were energizing for them and what tasks were draining for them--allowing me to make small adjustments to make their workday more enjoyable to them. I truly can't imagine hiring anyone else without seeing their YouMap®." —Rose S., Business Development & Operations, Sprout World

"YouMap® is changing the world of assessments and understanding an individual." – Michelle R., Former Recruiter and Founder, RP4C

¹ <http://www.sciencedirect.com/science/article/pii/S2212567114001828/pdf?md5=21290e84d8bc815b122b36bbff1ada4b&pid=1-s2.0-S2212567114001828-main.pdf>

² <https://www.myersbriggs.org/my-mbti-personality-type/hiring-an-mbti-consultant/guidelines-for-hiring-an-outside-consultant.htm?bhcp=1>

³ <https://psychometric-success.com/personality-tests/personality-tests-popular-tests/>

⁴ Nationwide study by the University of Western Ontario found MBTI not effective in predicting performance or satisfaction in corporate setting. "Personnel Psychology," winter 1991

⁵ <https://www.jobtestprep.com/hogan>, <https://www.studentbees.com.au/blog/hogan-tests>