

**Welcome to cdaq news.....**

In this first edition we will update you on new developments such as our improved online version of cdaq, norm groups and user training. We hope you find it helpful.

cdaq provides new insights into individual patterns of interacting with others, making decisions, processing information and taking action by pulling together ideas from NeuroLinguistic Programming (NLP) and cognitive psychology. With proven levels of reliability and validity which match those of the market leaders, cdaq is already being used by many large organisations.

### The BPS reviews cdaq

The British Psychological Society reviews psychometrics to provide guidance to users on both the strengths and weaknesses of instruments. In addition, they provide advice as to when and how an instrument is best used.

The BPS gave cdaq a four-star rating in four of the six key areas and described it as, "generally well researched and developed". We are delighted with the outcome of the review which is the culmination of 5 years of research and development. This is a real achievement for such a new tool.

### New version of cdaq online

Recent improvements to the website mean that cdaq is now even easier to use! There are two simple administration options available:

**Independent User**

This option is most suitable for organisations that carry out regular or large scale testing and who value the opportunity to directly manage the test administration process.

The Independent User option allows cdaq users to:

- Set up their own candidates on the system
- Compose their own notification emails to candidates
- Track progress as candidates complete the questionnaire
- Select the most appropriate norm group
- Download reports for their candidates

**Supported User**

Alternatively, we can manage the test administration on your behalf.

Simply notify us of the candidates' details and we will do the rest. The reports will be sent to you as soon as they are available.

Whether you choose the Independent or Supported User option the results are collated in a Feedback Report which includes a personal profile and commentary against each of the 11 dimensions making up cdaq.

There is a choice of several norm groups available, these include General Population, Managerial and Graduate.

	Internal	Managerial	Graduate	General	External
<b>Internal</b> Admin and manage test Control range of test items Admin and reporting	X				
<b>Flexible Organisation</b> Admin and manage test Admin and reporting	X				
<b>Flexibility</b> Admin and manage test Admin and reporting	X				
<b>Transparency</b> Admin and manage test Admin and reporting	X				
<b>Reliability</b> Admin and manage test Admin and reporting	X				
<b>Validity</b> Admin and manage test Admin and reporting	X				
<b>Cost</b> Admin and manage test Admin and reporting	X				
<b>Support</b> Admin and manage test Admin and reporting	X				
<b>Feedback</b> Admin and manage test Admin and reporting	X				
<b>Reporting</b> Admin and manage test Admin and reporting	X				
<b>Norm Groups</b> Admin and manage test Admin and reporting	X				

In this edition....

New version of cdaq online

Case studies - using cdaq to build effective teams

Experience cdaq free of charge

## Using cdaq to improve team effectiveness

### The problem

The board of an IT outsourcing business were having problems working effectively as a team. Although board members were highly competent individuals, they were not very supportive of each other and levels of allegiance to the team were low.

### The intervention

The project started with 1:1 interviews with directors to understand their motivations and views. At this stage they all completed cdaq and MBTI.

### The profiles

All the team members except one were the same MBTI type; cdaq however provided deeper insights into the dynamics of the team.

What cdaq told us - examples from this project:

#### Options - Procedures

Clear differences on this dimension created tensions in the team. Those with a strong 'Procedures' preference viewed their colleagues who preferred to operate in an

'Options' style as chaotic and disorganised. Conversely, team members with an Options preference viewed their colleagues with a 'Procedures' preference as unimaginative and over-structured.

#### Towards - Away From

There were significant differences within the team on this cdaq dimension. For example, one individual who was perceived by colleagues as unduly ambitious and self-promoting emerged as being motivated by a strong 'Away From' preference. Talking about his achievements helped him to focus on avoiding failure and criticism. Understanding his motivation helped team members to view his behaviour with greater understanding.

### The results

The team reorganised their monthly Board meetings and restructured their project responsibilities to recognise the mix of cdaq styles in the group.

By developing a mutual understanding of the strengths of each preference the team started to collaborate more effectively.



## New training route for cdaq users

To meet our clients' needs we have recently made another training option available in addition to our existing two courses; a 4-day course leading to BPS Level B (Intermediate) accreditation; and a 2-day Conversion Course for those who already have Level B.

Our new *cdaq accreditation course* is for those who want to train to use cdaq without the requirement for prior qualifications.

The course will cover an introduction to personality, reliability and validity, ethical

issues and feedback and administration skills.

All our courses include a mix of exercises, small group work, discussion and presentation. Our experienced trainers encourage an open environment for the transfer of knowledge, allowing candidates to learn in a stimulating and relaxing manner.

Workshops are held at our head office in Leeds throughout the year or at client locations, by arrangement.

For more information, or to try cdaq call Lisa or Kim on 0113 273 9001 or visit us at [cdaq.co.uk](http://cdaq.co.uk) to arrange to complete cdaq and receive your free Personal Feedback Report