

Assessment Comparison

Hogan vs. Clifton StrengthsFinder

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| Hogan Assessment Systems leads the world in personality assessment and leadership development. Hogan is grounded in more than 4 decades of validated research and was the first to scientifically measure personality for business. Hogan was founded in 1987 by Drs Robert and Joyce Hogan. Hogan has local distributors in more than 30 countries and has provided assessment services to more than 1500 companies worldwide. | About The Company | Gallup is a global research firm that delivers research, analytics, and advice to help public sector organizations boost organic growth through measurement tools, strategic advice and education. Founded in 1953, Gallup-affiliated organizations in the US and around the world have assessed public opinion on a wide range of political, social, and economic issues. |
| Hogan Assessments feature three core tests that measure different aspects of personality: normal personality characteristics, career derailment risks, and core value drivers. These three assessments can be taken separately, but are most powerful when used together. | About the Assessments | The Clifton StrengthsFinder is an online measure of personal talents that identifies areas where an individual's greatest potential for building strengths exists. The assessment is the culmination of over 50 years of research on strengths based psychology. |
| <p>The Hogan Assessment suite features three separate tests that each take 15-20 minutes to complete:</p> <ul style="list-style-type: none">• The Hogan Personality Inventory (HPI) has 206 items that comprise 7 primary scales and 6 occupational scales• The Hogan Development Survey has 168 items that comprise 11 primary scales• The Motives, Values, Preferences Inventory (MVPI) has 200 items that comprise 10 primary scales | Assessment Options | The StrengthsFinder 2.0 contains 177 items that measure personal talents in 34 distinct themes. The online assessment takes less than one hour to complete. |
| Hogan offers over 25 report options that target a wide variety of specific business needs. | Report Options | Reports can be delivered with top 5 strengths, supplemental strengths 6-34 available for additional cost, or complete strengths profile with all 34. |
| Hogan Assessments can be used for recruitment, selection, development, performance management, succession planning and team building. | Business Applications | <p>The primary application is to develop a strengths-based development process in work and academic settings.</p> <p>Not appropriate for selection</p> |



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| Hogan Assessments are based on Socio-Analytic Theory that posits that humans have evolved to accomplish three main goals in life: get along, get ahead and find meaning. The three core assessments conform to prominent personality theories such as the Five-Factor Model. | Theoretical Background | StrengthsFinder is based on the strengths philosophy, which proposes that “individuals are able to gain far more when they expend effort to build on their greatest talents than when they spend effort to remediate their weaknesses.” While this theory is applicable to business contexts, it is not a measure of personality. |
| <ul style="list-style-type: none">Internal consistency averages are .76 for the HPI, .71 for the HDS, and .76 for the MVPI; The average test-retest reliability is .81 for HPI, .70 for the HDS, and .79 for the MVPIPredictive validity of the combined assessments is .54 for predicting job performance across job families | Reliability and Validity | <ul style="list-style-type: none">Test-retest reliability between .60 and .80; Internal consistency is between .54 and .76Evidence of validity is unclear, the technical manual suggests content and construct validity “looks strong” but lacks clear evidence of this claim. No data is reported for predictive validity |
| Assessments are available in nearly 50 languages; Reports are available in over 30 languages. | Languages | Assessment available in 24 languages; report languages is unknown. |
| In addition to global norms, local norms for the HPI, HDS, and MVPI are available in over 30 languages based on data from over 2 million, 1 million, and 68,000 working adults respectively across countries, industries, organizations, and jobs. | Norms | Norms are based on Gallup’s database of over 2 million respondents; however, it is unclear if the norm sample is representative of the target population. |

The most important question to ask when selecting an assessment tool is “does the tool assess what I want it to assess?” Hogan assessments are built to predict job performance. This means they can be used to evaluate employability and job fit, and provide a solid basis for development. Hogan assesses a candidate along 28 unique scales that measure normal personality characteristics, derailment risks, and core values that motivate us in the professional world. This allows for degree of precision that most assessments do not.

In comparison, the Clifton StrengthsFinder is not a personality assessment. Rather, this assessment helps candidates identify their strengths and potential for development. StrengthsFinder is not appropriate for selection and should only be used as a basis for development efforts. Moreover, StrengthsFinder evaluates a candidate against him/herself only so should not be used to compare multiple candidates.