

**Assessment Comparison**

# Hogan vs. Birkman

Hogan Assessment Systems was founded in 1987 by Drs. Robert and Joyce Hogan. The pair was inspired to pioneer a nondiscriminatory, equitable, and inclusive measure of personality that was scientific and specifically for business.	<b>About The Company</b>	Birkman International was founded in 1951 by Dr. Roger W. Birkman. During World War II, Birkman observed differences in pilot performance and was inspired to measure participants' personalities by way of their individual perceptions.
Hogan Assessments measure different aspects of working adults: normal personality characteristics, career derailment risks, and core values. These three assessments can be taken separately, but are most powerful when used together.	<b>About the Assessments</b>	The Birkman Method measures behavioral styles, motivations, expectations, and stress behaviors.
<p>Hogan Assessments feature three separate tests that each take 15-20 minutes to complete:</p> <ul style="list-style-type: none"><li>• The Hogan Personality Inventory (HPI) has 7 primary scales and 6 occupational scales</li><li>• The Hogan Development Survey (HDS) has 11 primary scales</li><li>• The Motives, Values, Preferences Inventory (MVPI) has 10 primary scales</li></ul>	<b>Assessment Options</b>	<p>The Birkman Method features one test and takes 30 minutes to complete and has:</p> <ul style="list-style-type: none"><li>• 10 occupational preference scales</li><li>• 9 effective behavior scales</li><li>• 9 interpersonal and environmental expectations scales</li><li>• 9 less-than-effective behavior scales</li></ul>
Over 25 report options are available to target a wide variety of specific business needs.	<b>Report Options</b>	14 report options are available for both individual and group development purposes.
Hogan Assessments can be used for recruitment, selection, development, performance management, succession planning, team building, and more.	<b>Business Applications</b>	The Birkman Method can be used for hiring, development, executive coaching, team building, interpersonal conflict resolution, self-awareness, and more.
The HPI, HDS, and MVPI 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 HPI follows the Five-Factor Model, the HDS follows Karen Horney's themes of flawed interpersonal strategies, and the MVPI follows Holland's RIASEC model.	<b>Theoretical Background</b>	The Birkman Method's follows the Five-Factor Model. Its main theoretical basis is that a close relationship exists between individual motives, attitudes, and behaviors and how individuals judge the motives, attitudes, and behaviors of others.



<ul style="list-style-type: none"><li>• Internal consistencies range from .72 to .85 for the HPI, from .65 to .77 for the HDS, and from .72 to .86 for the MVPI.</li><li>• One-year test-retest reliabilities for the Hogan assessments range from .59 to .75 for the HPI, from .65 to .74 for the HDS, and from .64 to .75 for the MVPI.</li><li>• Predictive validity of the combined assessments is .54 for predicting job performance across job families.</li></ul>	<b>Reliability and Validity</b>	<ul style="list-style-type: none"><li>• Internal consistency ranges from .62 to .90 for The Birkman Method.</li><li>• Birkman provides scale-level test-retest reliabilities averaging 0.80 and coefficient alphas averaging 0.78; however, they do not provide detail on time intervals for testing, which makes direct comparison difficult</li><li>• Evidence of predictive validity is not available for the Birkman method, which makes it difficult to directly compare their criterion-related validity studies or alternative validation strategies with Hogan.</li></ul>
Assessments are currently available in nearly 50 languages, and reports are available in over 30 languages.	<b>Languages</b>	The Birkman Method assessment and report are currently available in 23 languages.
Hogan Assessment Systems has the world's best global database of norms, with a representative sample of N = 171,000 working adults across the world and 40 local norms.	<b>Norms</b>	Birkman International has a global database of norms with a representative sample of N = 9,056 working adults in the USA and 10 other countries.

The most important question to ask when selecting an assessment tool is “does the tool assess what I want it to assess?” Hogan’s unique tools, including the world’s largest database of norms on working adults, criterion data, and job analytic studies, allow Hogan to be confident in their predictive validity. The HPI, HDS, and MVPI are proven to assess real-world employability, development needs, and job fit with a degree of predictive precision that other assessments simply cannot match.

Compared to Hogan, Birkman does not have a large archive of criterion-related validity studies. Again, validity is evidence that the assessment measures important outcomes, like performance. Documented validity is essential for boosting the predictive power of a personality assessment, and it is an area where Hogan clearly outperforms the competition.