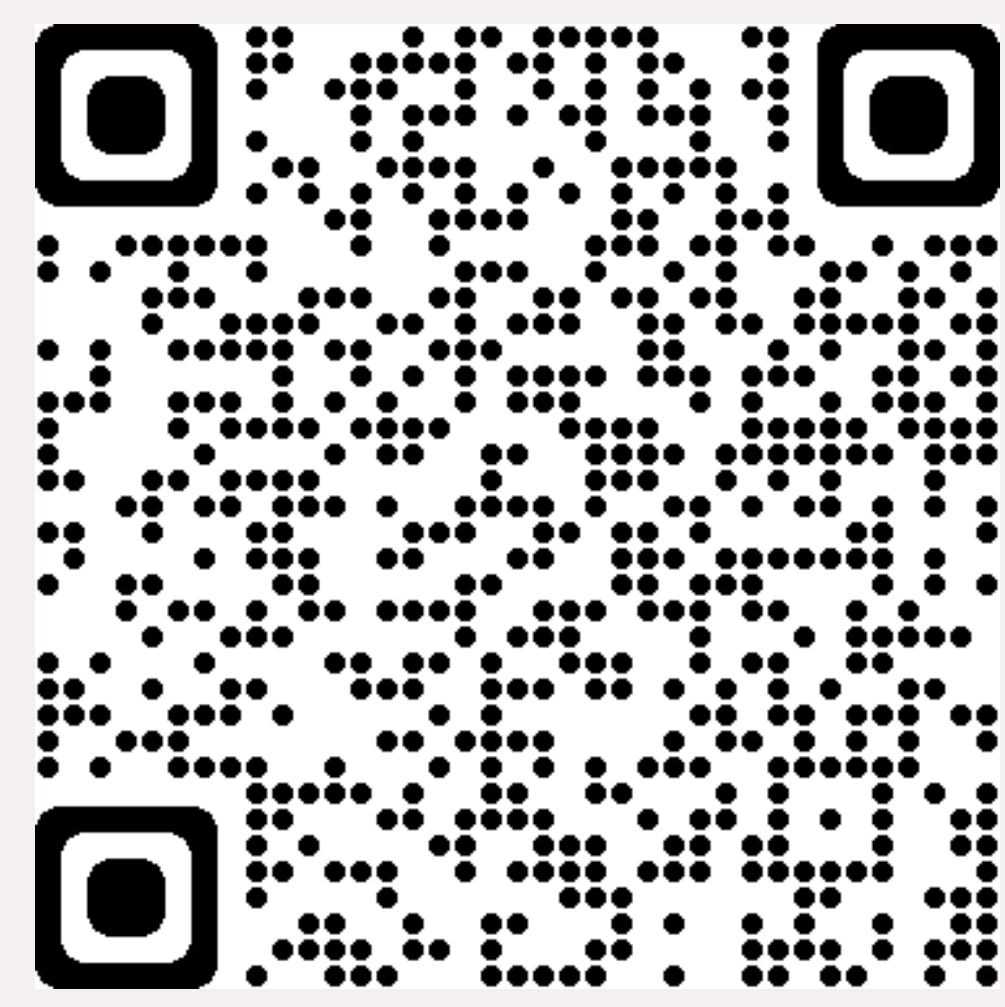


HOW DOES PROBE CONSULTING DO IT?



AUTHOR

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AFFILIATION

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INTRODUCTION

A day without data is like a day without sunshine. We use cloud-based, distributed assessment and reporting systems that facilitate “real-time” engagement modifications that enhance the probability of desired outcomes in a giving enterprise's eco-system.



OBJECTIVE

Our Mission is to help our Strategic Partners communicate authentic data-supported outcome narratives and develop valid and reliable Success Constructs.

METHODOLOGY

SWOT Analysis
Market Research
NetPromoter Score
Hypothesis Development
Program/Project Evaluation
Proposal Review & Evaluation
Data Analysis and Summation
Develop paper-and-pencil surveys
Host web-based survey deployments
Develop/Critique web-based surveys
Download and analyze large datasets

RESULTS

Whether it is market research for a start-up MBE, SACSCOC Compliance Certification assistance for a small mid-western HBCU, developing a hybrid inquiry-based learning curriculum for a brand-new community development center, or assisting with strategic planning, 100% of what we do is data-driven and based on the Scientific Method. We have not forgotten our roots; We still partner with Ph.D. candidates who go beyond ADB to Done!

ANALYSIS

We use a Multi-trait/Multi-method (MTMM) approach to examine Construct Validity. the construct that we develop is one that predicts and describes your success. we use this approach to delineate the factors that contribute to your successful outcomes. PROBE has used the MTMM approach for thirty-three years to develop reliable and valid Success Constructs.

MTMM and a Success Construct

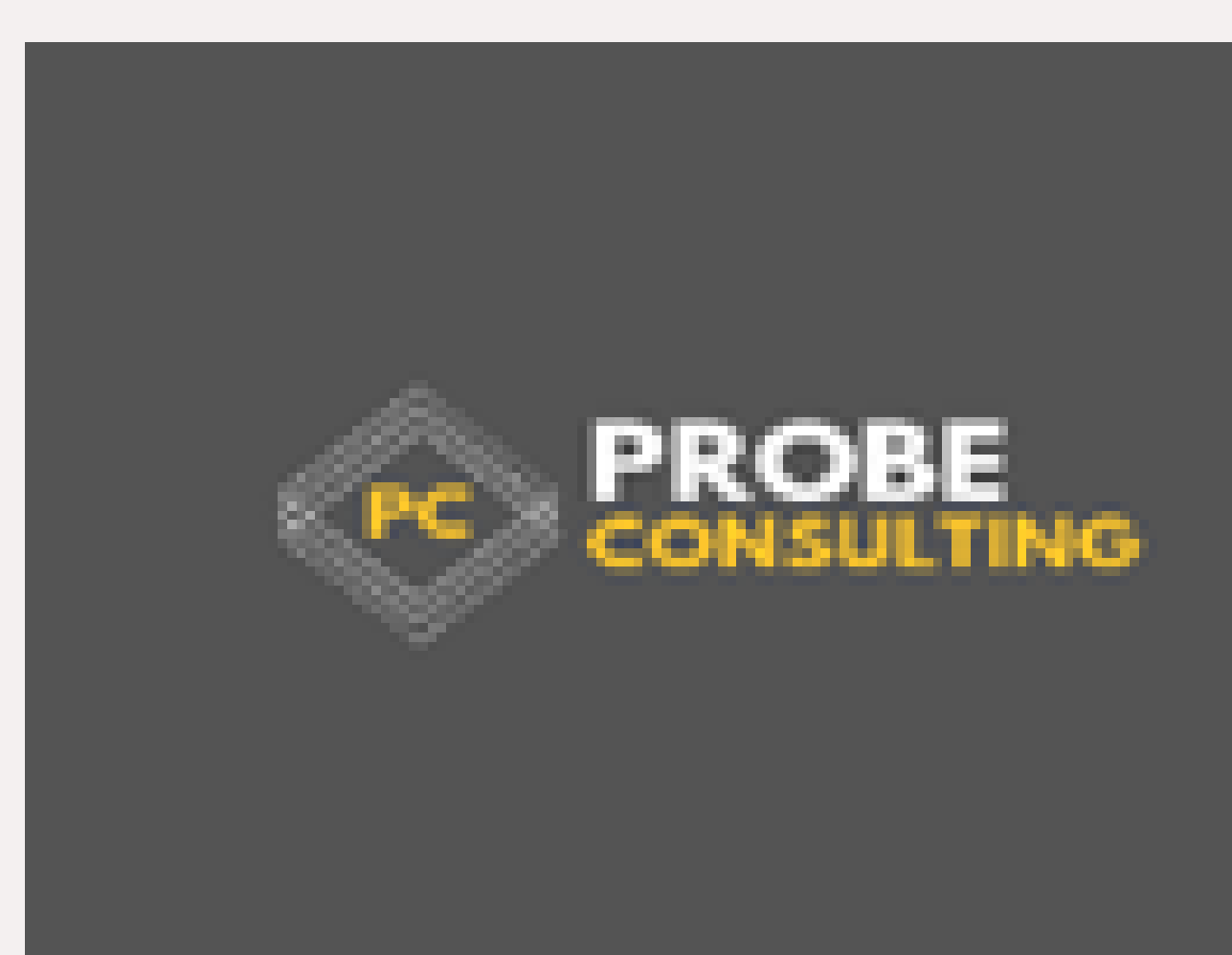
TABLE 1
A SYNTHETIC MULTITRAIT-MULTIMETHOD MATRIX

Traits	Method 1			Method 2			Method 3		
	A ₁	B ₁	C ₁	A ₂	B ₂	C ₂	A ₃	B ₃	C ₃
Method 1	A ₁	.51 (.89)							
	B ₁		.37 (.76)						
	C ₁								
Method 2	A ₂	.19 (.32)	.09 (.16)	A ₂	.68 (.93)				
	B ₂	.22 (.37)	.10 (.18)		B ₂	.59 (.84)			
	C ₂	.11 (.18)	.46 (.76)				C ₂	.66 (.91)	
Method 3	A ₃	.18 (.32)	.11 (.19)	.47 (.77)	.32 (.51)		A ₃	.62 (.92)	
	B ₃	.23 (.38)	.12 (.21)	.43 (.73)	.34 (.57)			B ₃	.60 (.85)
	C ₃	.11 (.18)	.42 (.72)	.34 (.57)	.37 (.62)				C ₃

Note:—The validity diagonals are the three sets of bolded values. The reliability diagonals are the three sets of values in parentheses. Each heterotrait-multimethod triangle is enclosed by a solid line. Each heterotrait-heteromethod triangle is enclosed by a broken line.

CONCLUSION

1. Small town values and honesty; Academic training at Howard University.
2. Thirty-three years serving the data and evaluation needs of our strategic partners.
3. Expertise in assessment, research methodology, and providing value for our strategic partners.
4. A day without clean data is like a day without sunshine.



RELATED LITERATURE

@probeconsulting

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