

PROVING **RELIABILITY &** VAL DITY based on the statistical research of Judith A. Whichard, Ph.D.

Can True Colors *accurately predict* certain outcomes, traits, or characteristics of individuals?



The number of participants in the study.



Came from a variety of organizations:

- Public and private institutions
- Profit and non-profit

All organizational levels

With and without post-secondary education Two Psychology 100 student groups

OVER RESEARCH METHOD **Test-Retest** for Reliability and Validity This study took place between 1998 and 2002 RELIABILITY defined IDITY definea The extent to which any Any measuring device (i.e a scale) is valid if it does what it measuring procedure yields the same results on is intended to do. repeated trials.



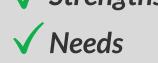


THE PREMISE

The study asked participants for their judgments on the accuracy of True Colors in identifying the following 10 dimensions:

Learning Preferences Communication Preferences 🗸 Diversity ✓ Values ✓ Strengths

- Stressors
- **Vorkplace Compatibility**
- ✓ Self-esteem



Introversion/Extraversion

The Study Also Tested the True Colors Word Cluster

The Word Cluster is a tool used to confirm participants' own self-assessment.

WHAT PARTICIPANTS SAID

The ten concepts identified as underlying the True Colors program, assessments and products were judged as "highly accurate" by study participants in predicting and assessing behavioral characteristics and preferences.

THE RESULTS

The True Colors' Word **Cluster** is a highly reliable assessment instrument with a reliability coefficient of



True Colors was able to predict

individual outcomes with **RELIABLE** and **VALID** certainty using the Word Cluster

ADDITIONAL findings

True Colors is...

- Understood in the same way each time it's administered
- Appropriate to its intended audiences
- Relatively free from measurement error
- Has a high degree of overall usefulness

THE TRUE COLORS WAY

True Colors is committed to the ongoing quality of its training programs and products.



To see the full statistical analysis, please visit:

https://truecolorsintl.com/wp-content/uploads/2013/05/Research-Validity-and-Reliability-I.pdf