



PROVING

RELIABILITY & VALIDITY

based on the statistical research of Judith A. Whichard, Ph.D.

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

416

The number of participants in the study.



Experienced a

True Colors

Workshop or Certification Session



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 4 years

This study took place between 1998 and 2002



RESEARCH METHOD Test-Retest

for Reliability and Validity



RELIABILITY defined

The extent to which any measuring procedure yields the same results on repeated trials.



VALIDITY defined

Any measuring device (i.e a scale) is valid if it does what it is intended to do.



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
- ✓ Values
- ✓ Strengths
- ✓ Needs
- ✓ Stressors
- ✓ Diversity
- ✓ Workplace 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

.94

Out of a **Perfect Reliability** of 1.0

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: