The best reimagined
The best reimagined

SHL Occupational Personality Questionnaire (OPQ) has been reimagined for a better user experience, without compromising assessment accuracy.

When choosing a psychometric assessment tool, it’s no longer enough for it to be valid, fair and reliable. You have to consider the **participant experience**. SHL redesigned its proven OPQ assessment to enhance participant engagement, reduce cognitive effort and provide a satisfying experience for users, whether on a PC, tablet or smartphone – all while retaining psychometric rigor of the original.
Decades of research have established the power of personality assessments in predicting performance in all types of jobs. Using a personality measure improve talent selection, development and team-building decisions.

Other assessments may tell a hiring manager what a candidate can do, but personality assessments provide insight on what the candidate will do.

A survey of global HR professionals found that 62% of respondents used personality assessments in the pre-hire process and 30% would look to use personality measures in the future to identify high-potential talent.

Global Assessment Trends, Gartner and SHL, 2014
Get the insights needed

SHL’s OPQ is the most widely used and respected business-focused personality measure in the world. It delivers valuable information about an individual’s workplace behavioral style – the attributes that influence their work performance.

The OPQ is designed solely for use in a business context and helps organizations get the insights needed for instance:

- Improve interview hit rates and identify best-fit applicants for roles
- Improve staff onboarding and development
- Identify potential high performers and future leaders
- Optimally evaluate talent pool across the business
- Manage the transition of a specialist to people manager
As business environments evolve, it is more important than ever to be able to accurately predict performance when making talent decisions. Work-focused personality assessments provide that extra edge.
Measure what matters

The OPQ reimagined is the most flexible and comprehensive personality assessment to date.

The OPQ assessment provides a clear framework for interpreting complex patterns of personality across three domains:

- Relationships with people
- Thinking style
- Emotions and feelings

OPQ has been internationally recognized for its psychometric rigor. It’s reliable, valid and fair for the evolving work environment. In the last 25 years, more than 90 independent validation studies have been conducted globally across industries, showing its power to predict performance in the workplace.
Attract, recruit, and develop talent through the latest in powerful assessment technology-OPQ Reimagined.
How the best got better

The OPQ has been reimagined with the participant in mind, delivering an easy and engaging experience that remains psychometrically valid. The new look and feel of the OPQ – now referred to as OPQ reimagined – is designed to attract the best talent and enhance your brand with a mobile-first interaction that provides four key benefits for participants:

- **Engaging, mobile-first delivery**
  The redefined mobile-first look and feel will increase participant engagement and reflects well on your brand.

- **More satisfying participant experience**
  OPQ reimagined reduces completion time by changing how we ask the participant to respond. It allows them to respond more quickly and easily.

- **Faster time to complete**
  The simplified interface, response mechanism and contextual participant guidance improved completion times up to 50% faster.

- **Immediate participant feedback**
  Directly following completion participant specific feedback based on their assessment responses.
Retained psychometric rigor

SHL collected empirical evidence to ensure the new design retained measurement equivalence with the previous design. The results show:

- **No impact on the scoring mechanism**
- **Same highly predictive outcomes across designs**

The only noted difference is the intended one – a more engaging participant experience.

*Given the empirical evidence supporting the equivalence of scores between the reimagined and previous design, users can safely compare results across, apply the same norms and expect the same strong validity outcomes when using reimagined.*
Discover how SHL global talent solutions support your strategy throughout the employee lifecycle.

SHL Occupational Personality Questionnaire is the leading personality assessment for predicting performance, potential, and fit with a reimagined, mobile-first participant experience.

SHL has a broad portfolio of assessment tools to identify top talent, retain high performers and predict talent potential to drive business results.
SHL exists to help you win. At a time of unprecedented change, we provide deep people insights to predict and drive performance. Our world-class talent solutions empower leaders and their teams to make unbiased decisions throughout the employee journey. With 40+ years of talent expertise, cutting-edge assessment science and more than 45 billion data points, we have an unparalleled view of the workforce. SHL partners with organizations of all sizes – from start-ups to multinational firms – worldwide to deliver proven business results from people investments.