

# Insights Learning & Development Ltd.

## Validating Insights Discovery®



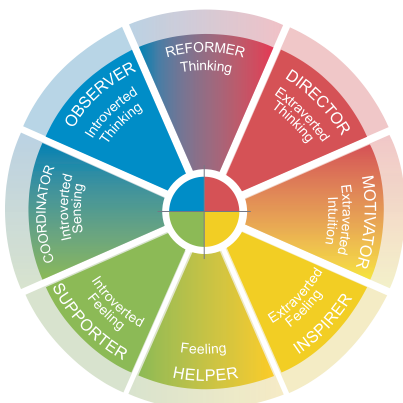
- What is the academic basis to the Insights Discovery system?
- Has Insights been validated by official bodies of the psychology profession?
- Is the evaluator continually tested and updated?

### Insights and Jung

The Insights Discovery® system is solidly based on the psychological types theory of Dr. Carl G. Jung and one of his leading students, Dr Jolande Jacobi. Jung proposed that our personalities are created in the interaction of four functions and two attitudes. When combined, these elements generate eight common personality types. Jung felt that what makes an individual unique are the different balances of these functions and attitudes interacting within them. It is these balances that are detected by the Discovery evaluator; a 25 frame questionnaire of 100 word pairs which when completed, produces the Insights Discovery Personal Profile. Designed by Andi Lothian in the early 1990's, Andi, and son Andy, founded Insights Learning & Development Ltd® in 1993.

Central to Jung's work was the idea of Bipolar Dynamics; a theory of dichotomous or polar opposition, which holds that a certain level of one function or attitude in consciousness is counterbalanced in the unconscious by it's opposite energy. Using the Discovery Evaluator, these opposite intensities are directly measured, as is the degree of balance between them. This approach combines two psychometric methodologies of assessment in determining the outcomes, which accounts for the high reliability attained.

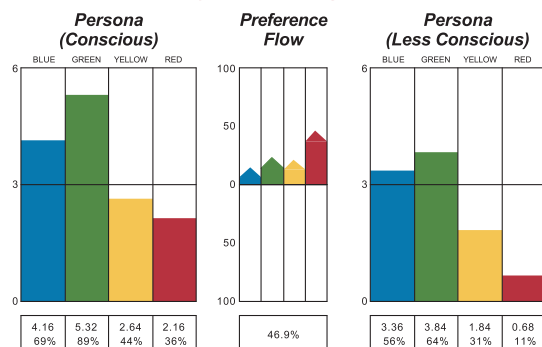
### Insights 8 Distinctive Types



Insights ●●● Igniting Corporate Spirit  
Transforming individuals, teams and organizations

Validating Insights Discovery English NA V2.2 5/18/04  
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### Insights Color Dynamics



### Initial Testing

Prototype versions of the Discovery evaluator were tested against adults whose preferences were clearly and consistently observable. Before the launch of the system in 1997, a pool of 2,000 subjects was tested. This created a pilot group of more than 400 individuals for each of the color energies (the rational preferences of Thinking and Feeling in their relevant attitudes), and allowed detailed analysis on the evaluator, with adjustments made to individual words and word pairs to heighten reliability. This included changing words that were shown to be socially desirable with replacement items that were context-free.

Internal consistency was measured by assessing how often the most preferred color energy had it's opposite as the least preferred energy - the most common alignment, and indicative of the principles of dichotomous opposition residing within the evaluator outcome. Discovery was also correlated with the Myers-Briggs Type Indicator®, through a study involving members of the Association of Psychological Type. Testing revealed that Discovery has a high level of consistency in both test-retest reliability and split half reliability in both short term, and longer term retakes.