



# GRI SURVEY

Technical Report



**Frederic Lucas-Conwell, PhD**

[www.gri.co](http://www.gri.co)

# Contents

Contents.....	ii
Introduction.....	1
Origin.....	2
Extraction of Adjectives.....	2
Environment's Impact.....	3
Concatenation of the Adjective Lists.....	3
Description of the GRI Survey.....	4
Normativity versus Ipsativity.....	7
Internal Consistency Reliability.....	8
Test-Retest .....	9
Standard Error of the Mean.....	11
Factorial Analysis.....	12
Content Validity.....	13
Criterion Validity.....	13
Adverse Impact.....	14
Gender.....	15
Age.....	16
Appendix 1—Test-Retests Over 10 Years.....	17
Appendix 2—Adverse Impact on Gender.....	19
Appendix 3—Adverse Impact on Age.....	23
Appendix 4—References.....	27

# Introduction

This technical report provides information about the validity, reliability, non-discrimination, and other science-based aspects related to the construction and measurements of the GRI survey.

The GRI (Growth Resources Institute) publishes breakthrough management tools and methods which, thanks to refined measurement about people's social behaviors, allow companies to recruit, develop, and organize people at unprecedented performance levels.

Comparable techniques to the GRI survey have been used by recruiters and coaches for decades. However, with its survey, GRI takes the capabilities of such techniques to leaders and managers as well, thanks to more advanced measurement, tooling, and learning capabilities. This unique process allows organizations to elevate the quality and impact of the decision-making and communication about employees and candidates between leaders, managers, and their people experts.

GRI's factor-based approach enables a nuanced understanding of how people behave. It brings new solutions to raise their performance and adaptive capabilities. It is used not only at an individual level but also to model jobs' and teams' behaviors and at a company level for organizational development.

GRI started in 2012 with the vision that leaders can dramatically improve their people management, leadership skills, performance, and that of their organizations by better understanding people's behavior—a concept that's challenging to assess but that can potentially lead to great progress.

The Institute is based in San Francisco (CA, USA) and has more than 30 years of experience in leadership training, personality assessment, and organizational development. It operates worldwide, directly serving clients and with a network of affiliated consultants.

There is extensive material written on building and validating psychometric instruments. Among these materials are the guidelines from the Equal Employment Opportunity Commission (EEOC) in the Uniform Guidelines on Employee Selection Procedures (1978), the American Psychological Association (APA) and the Society for Industrial and Organizational Psychology (SIOP). A select list of material on assessment techniques, and psychometric instruments is listed in Appendix 4 (1).

Much can be said about personality assessment, personality in general, and behavioral approaches in organizations. Some information is provided below regarding the psychometric aspects of the GRI survey. Other theoretical information about the behavior-factor-based approach is available at the GRI. Detailed practical information is delivered to clients during the GRI masterclasses, which are less theoretical than the information in this report but critical for ensuring the optimal use

To read the full document, [click here](#)