

# ATTITUDECHECK

Comparison

This article discusses the major differences between the TopDec® Attitude measurement and self-coaching tool and common personality instruments



11 June 2010

## TopDec® vs. More Common Profiling Tools Choosing change rather than gathering data

By Dr. Gunilla Oerwen, CEO of Winning Attitude Sdn. Bhd.

We are commonly asked what is the difference between what we have, TopDec®, and “other personality tests”. Personality defines a pattern, established from birth to adulthood, After the early twenties it never changes unless provoked by psychotherapy, medication or trauma. Personality only explains history and never predicts the future.

Attitude is the potential for change, described by the cognitive capacity, in terms of comprehension, energy, engagement, social adaptation, approach, responsibility and outcome.

**TopDec® measures Attitude, not personality.**

Harrison and DiSC are essentially reasoning tests, derived from personality-typing methods. They claim connections to Jungian (mental) theory, which is really about how information triggers the cognitive process. TopDec® measures Attitude, based on the cognitive paradigm of how information turns into impact through the individual, so it covers a broader spectrum beyond simple Comprehension and covers the decisions we take

and how we act on those decisions.

The former two present the results as if they are absolutes, but with Attitude, simply being cognitive of your Attitude is kick-starting a process of change, so a big difference is that **TopDec® is designed to cause change, rather than generate data.**

Another difference is that TopDec® does not employ questions, pictures, logical, social or numerical problems, all of which need to be interpreted through cultural filters, so it has **a higher validity because the answers are entirely derived from the participant's own cognitive process** - it asks the person to think up their own topic and score it; **the way it is scored informs the result, rather than the content.**

In this way TopDec® is also different because **you can answer in any language, or code, and the results will still be accurate.**

TopDec® reports are also designed to engage the different parties of developmental or assessment conversations at a whole new level, because all Attitudes have both a light and a

dark side, and if all conversation partners are aware of their own Attitude, they become aware that their own Attitudes create a filter through which they interpret reality, and **so conversations become more constructive and less adversarial.**

Another difference is that **TopDec® is very quick and very simple.** It takes just 30 minutes and the users take the actual Attitude Check in just three screens online. **The feedback is instantaneous and it is designed to have actionable information.**

TopDec® has been used for over 25 years and our clients have used it for benchmarking their top performers, executive- & mass-recruitment, mergers & acquisitions, personal development with self-coaching, starting powerful conversations and assessing effectiveness of training programmes.

Please remember: if you can measure Attitude and wake up people's awareness, you can increase motivation, performance and well-being.

[about.checkattitude.com](http://about.checkattitude.com)