



## iWAM – An Overview



### In a Nutshell

The Inventory for Work Attitude and Motivation (iWAM) is an online or paper-and-pencil questionnaire which helps an organisation identify an individual's attention filters and cognitive styles, also called metaprograms.

With the iWAM, one can predict what motivates a person, their work attitude, how they prefer to communicate, and how they prefer to act in their work context. iWAM allows the organisation to take into account the individual preferences and to value each person for their strengths. Using iWAM will help an organisation make better use of the human potential of its workforce.



### Applications

- Recruiting and Screening for Employment
- Team Management and Development
- Organisational Culture (e.g. for Mergers and Acquisitions)
- Succession Planning
- Conflict Management
- Coaching and Development

### Target Population

iWAM has been developed for and used with the full range of employees—from executives to front-line staff and across myriad roles from operations to sales to service. Successful employment applications range from hiring interns and staff for summer jobs, assessment centres for middle managers, building models of excellence for sales representatives, and screening the partners in a law firm



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### Test Time

On average, completing iWAM takes 30 minutes. Most people complete iWAM in 20 to 40 minutes (no time limit is imposed).

### Face Validity

Do people agree with what iWAM tells about them? Based on the iWAM feedback form, on average people agree with 90% of the patterns. Further analysis shows that half of the disagreement is a result of people not liking the “verdict”, even though the description is correct.

### Construct Validity

Does the questionnaire measure what it claims to measure and is it well designed?

- Each of the 200 statements embedded in the iWAM has been designed to measure a specific metaprogram – certified practitioners are able to tell which statement is designed to measure which specific pattern
- The correlation between the metaprograms from different categories is generally below 0.25, indicating that they are independent constructs



### Consistency

When testing people several times with iWAM, how consistent are the results?

- 95% of the iWAM results can be confirmed during a retest using the LAB Profile interview, another validated tool for measuring metaprograms.
- In a conventional test-retest, where people completed the iWAM a second time after a period of one month on average, the scores for most patterns remained within 5% of the original score, indicating that on the retest the iWAM yielded virtually the same conclusion regarding the pattern.

