



TRUE COLORS®

Valuing Differences - Creating Unity

PROVING

Reliability & Validity, Data Reliability, Construct Validity, and Disparate Impact

based on statistical research by The Assessment Standards Institute (ASI) as measured by the EEOC 80% Guideline.

Can True Colors **accurately predict** certain **outcomes, traits, or characteristics** of individuals?



10,000+

The number of participants in study.



RESEARCH METHODS USED

Test-Retest

for Reliability and Validity

Cronbach's Alpha

Evaluation was conducted according to EEOC Guidelines, Standards for Educational and Psychological Testing, American Educational Research Association (AERA) American Psychological Association (APA) and the National Council on Measurement in Education (NCME)



Data Reliability Defined

The extent to which any measuring procedure yields the same results on repeated trials. "The review team at ASI applauds the instrument design team at True Colors for the exceptionally high Cronbach's Alpha scores achieved in our review."



Construct Validity Defined

It is the degree to which a test measures what it claims, or purports to be measuring.



Disparate Impact Defined

A tool to evaluate possible violations of federal anti-discrimination laws.



The Study Also Tested the True Colors Word Cluster

The Word Cluster is a tool used to confirm participants' own self-assessment.



What Participants Said

The ten concepts identified as underlying the True Colors program, assessments and products were judged as "highly accurate" by study participants in predicting and assessing behavioral characteristics and preferences.



The Results

True Colors was able to predict individual outcomes with **RELIABLE** and **VALID** certainty using the Word Cluster

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Additional Findings True Colors is...

- Understood in the same way each time it's administered
- Appropriate to its intended audiences
- Relatively free from measurement error
- Has a high degree of overall usefulness

The True Colors Way

True Colors is committed to the ongoing quality of its training programs and products.



To read and download full reports, please visit <https://www.truecolorsintl.com/Research-Precis>