"What is measured?"

The "I Opt" survey measures information-processing preferences. There are 24 statements.

- ✍ Twelve measure different dimensions of input.
- ✍ Twelve focus on various aspects of output.
- ✍ The result is an overall picture of an individual's preferred way of interpreting the world.

"How does it work?"

On the input side, information limits the behavior. For example, a person who pays attention to detail will ALWAYS be slower than a person of equal ability who is willing to disregard it.

On the output side, an inclination toward action automatically limits the number of options that will be considered. Focusing on thought admits many new options at the cost of decisiveness.

Organizational Engineering has codified and systematized the range of possible behaviors. This system has been embedded in computer programs that can analyze groups without human intervention.

"Why is it different?"

"I Opt" is unique in that the scores of individual people can be added, subtracted, multiplied and divided. This means that people can be combined and the behavior of the resulting group can be predicted. This can be done on a computer in minutes without the need to interview anyone.

"Can I find out more?"

You can get an exhaustive explanation of the various analytical products on the World Wide Web at:

www.iopt.com

You can review the state of the art technology in actual application by going to the Organizational Engineering Institute's website at:

www.oeinstitute.org

"When can I try it?"

You can get a complimentary analysis by calling 734-662-0250 (toll free 800-860-0250). Simply mention this brochure. You will be provided with an analysis of any group that is relevant to you.

"How soon can I get it?"

Complimentary analyses are done manually and usually require 24 hours. Established clients that have direct access to the computers can usually get their results in less than 10 minutes.
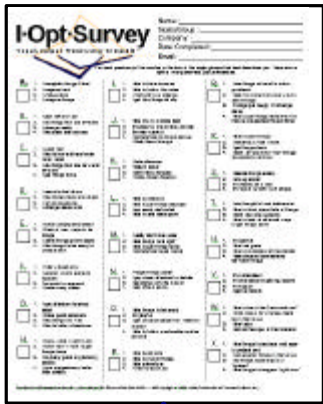

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# "I Opt" Roadmap to Organizational Engineering
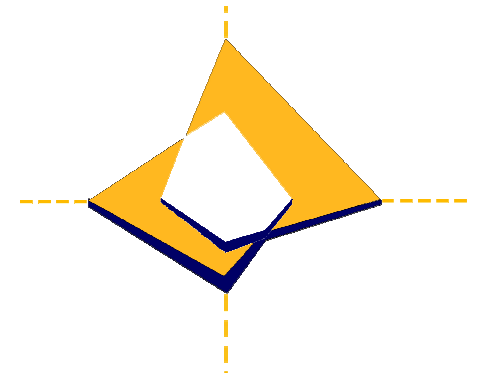
"I OPT" SURVEY

- ✍ "I Opt" is a preference survey, not a test. It trades off items of equal objective value.

- ✍ It is impossible to be "wrong" on any choice or any combination of choices.

- ✍ Validation exceeds academic standards. It is the only instrument verified on all 8 validation tests as well as reliability.

"I OPT" ROADMAP
## TO ORGANIZATIONAL ENGINEERING

INDIVIDUAL REPORTS
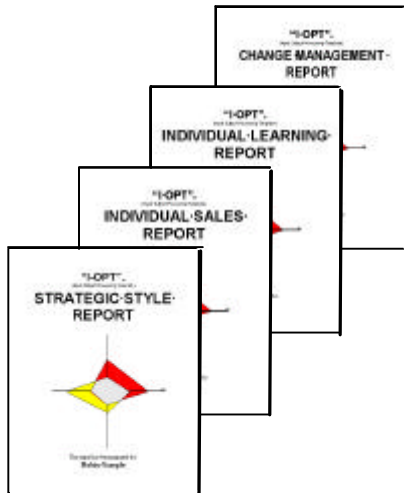
- ✍ Information affects all behaviors. The survey can be focused on any area.

- ✍ Reports are consistent. Knowledge gained in one area will aid in another.

- ✍ Reports work together. Reinforcement allows rapid and durable development.

- ✍ Reports are easily accepted.
  > Face validity is very high at 99%.
 > Reading is about an 8th grade level.

GROUP REPORTS
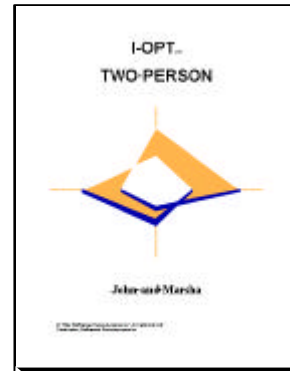
- ✍ The report identifies the strengths and vulnerabilities of any two people working toward a common goal.

- ✍ The report has proved very useful in conflict resolution situations. It gives benign reasons for differences.

- ✍ The report has also found use in coaching/mentoring and supervisor/subordinate relationships and even in marital unions.
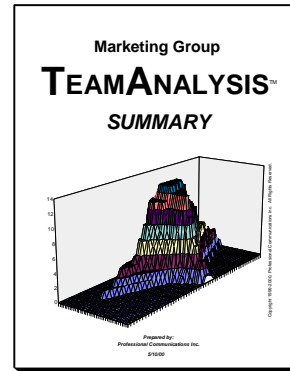

- ✍ Groups of up to 20 people all interacting at the same time can be assessed.

- ✍ Inherent synergies and vulnerabilities are cited.

- ✍ Specific proposals for improvement are offered.

- ✍ Focus is on the group. No individuals are singled out for praise or criticism.

- ✍ Useable in group settings without any risk.
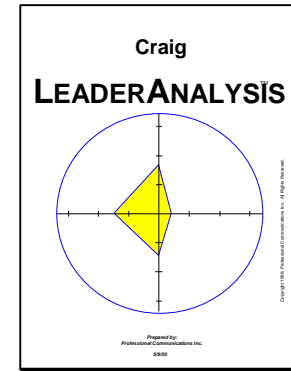
- ✍ Assesses alignment of leader with groups of up to 20 people.

- ✍ Identifies specific strengths and exposures.

- ✍ Specific proposals for improvement are offered.

- ✍ Sources of strategic vulnerability are identified.

- ✍ Subgroup, individual and group tendencies are addressed.

SUPPORT
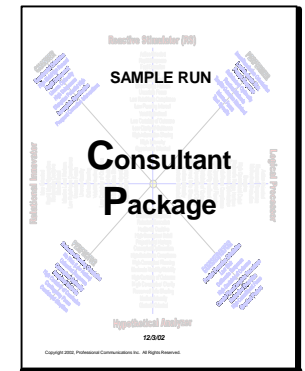
- ✍ Contains graphics drawn from the various reports.

- ✍ Graphics can be pasted into formal presentations.

- ✍ Graphics can be modified for use in place cards, badges and other meeting support materials.

- ✍ Includes experiential learning material for direct use by meeting/seminar participants.