"Compatibility with other tools and technologies"

ost tools are psychology based. They are designed to work with individuals. This strength limits their value in working with GROUPS. It also means that "I Opt" is a natural complement to psychological tools.

Discipline: "I Opt" is explicit rather than interpretive. Everyone reading an "I Opt" group report will have exactly the same understanding. No ambiguity minimizes interpretive errors.

Validation: "I Opt" is verified on all eight recognized dimensions of validity as well as reliability (Validity Study, HRD Press, 2000). This means that its results can be trusted.

Specificity: Like most popular assessment tools "I Opt" will identify general issues. However, "I Opt" extends the analysis to cite specific actions that groups can take to limit exposures or magnify strengths.

Transparency: "I Opt" group analyses use graphs, charts and tables to provide full support for every assertion and judgement. This makes "I Opt" particularly acceptable to traditionally difficult areas such as IT, engineering, science and medicine.

Speed: All "I Opt" reports are fully prepared by computer. Reports can be available in less than 10 minutes and can be used "out of the box" without need for interviews or interpretation.

Safety: "I Opt" categorizations are devoid of any emotional connotation. This means that " I Opt" can be used at high levels or on important subjects. "I Opt" labels are benign and there is no risk of adverse reaction.

Accuracy: "I Opt" uses ratio rather than ordinal (e.g., big, bigger, biggest) measurement. Its accuracy on both individual and group levels have been fully tested and publicly reported.

Cost: All "I Opt" reports are very inexpensive. They require no analytical time and debriefing can be done rapidly if desired. This means that "I Opt" reports can be added to existing programs, technologies and training with minimal (if any) disruption. Existing investments can be preserved.

Effectiveness: "I Opt" remedies require no one to change themselves or their approach. Remedies instead rely on changing relationships and the way existing approaches are deployed. This means that both individual and group improvement can and are enjoyed almost instantly.

Efficiency: Computer report preparation, transparency and accuracy allow meaningful results to be put in front of decision-makers in minutes. These qualities combine with the effectiveness of the "I Opt" technology to allow positive results to begin accruing sooner and with less effort from both the consultant/facilitator and client.

Business Orientation: "I Opt" rests on a solid academic foundation. However, this has been translated into an ordinary business framework in the reports. This was done by focusing "I Opt" on the goal-directed activities that are typical of business situations.

Baggage from the Past: "I Opt" is an established but fresh technology. It does not carry any residual effects that may remain from past misapplications in prior jobs or situations. The use of information processing rather than psychology further limits any carry-over exposure.

Scalability: The efficiency and effectiveness of "I Opt" technology means that it can be deployed rapidly and on a wide-scale basis. Firms can introduce levels of deployment. For example, certified consultants can support high-level groups while fewer resources might be dedicated to lower levels.

Design: "I Opt" was built from the ground up to work with groups. This gives "I Opt" a level of recognizable integrity. This translates to easier acceptance and faster results.

Professionalism: "I Opt" report observations and recommendations are nonjudgmental and matter-of-fact in character. The use of data-backed graphs, charts and tables along with concise explanations reinforce the objective character of the diagnosis and the reasonability of the recommendations.

"Why 'I Opt'?"

"I Opt" was designed from its onset to be applied to groups as well as individuals. "I Opt" reports were intended for use in business and structured to conform to standard business conventions. The strategies used to accomplish this were:

- **Sociology:** Sociology is the science of groups. OE integrates this science with human information processing to create effective group-based solutions to team issues.

- **Measurement:** "I Opt" uses ratio (like a ruler) rather than ordinal (e.g., big, bigger, biggest: never, sometimes, often, etc.) measurement. This means that "I Opt" can "add up" the characteristics of people in a group just as you would add up the lengths of board in a building project.

- **Automation:** Ratio measures (like a ruler) means that artificial intelligence can be used. A computer can produce an easily readable yet highly accurate individual or group report in minutes.

- **Multiple Perspectives:** Just as an object can be looked at from different angles, so can teams. Various "I Opt" reports give you different ways of seeing a team. Each angle reveals a different aspect of the group.

- **Sensitivity:** "I Opt" picks up nuances. You can isolate the influence of extreme people, spot and evaluate coalitions and see sociological emergents (group behaviors that are not present in any individual on the team).

"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

"Can I try it?"

You can get a complimentary analysis by calling 734-662-0250 (toll free 800-860-0250). Simply mention this brochure. 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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"Why should I use 'I Opt' for Organizational Development?"