Executive Summary

Larry R. Price, PhD

Beyond the Big Five: What Drawmetrics Reveals About Personality at Work

The assessment tool Drawmetrics reveals new personality characteristics that extend beyond the Big Five personality traits.

Personality assessment holds essential value for all organizations.

Employers have used the Big Five personality model (Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism) since the 1970s to guide their hiring decisions, leadership development, and employee growth initiatives. The Big Five personality model shows strong psychological validation evidence, but its dictionary-based development results in broad abstract measurement outcomes.

Organizations sometimes find that the Big Five model lacks sufficient detail for practical applications. For instance, assessing "high Conscientiousness" in employees fails to provide specific information about their task-oriented behavior, pragmatic approach, and ability to envision the future and deliver excellent service.

Introduction to Drawmetrics

The nonverbal personality assessment tool Drawmetrics (DM) represents a fresh approach to personality evaluation by projecting attitudinal expression. The doodle method of Drawmetrics differs significantly from the Big Five model because it utilizes dynamic personality characteristics rather than fixed traits.

The assessment method enables participants to create individualized, unique doodles based on symbols that reveal their subconscious self-image and professional persona, free from conscious bias.

The assessment data undergoes structured analysis through sophisticated data science methods, which produce a detailed profile that shows both general personality traits and work-related behaviors, social interactions, and job suitability.

Our Research Findings

The Taxonomic Graph Analysis (TGA) analysis explored the network structure of Drawmetrics terms alone and in relation to Big Five facets to generate our results. The technique places terms into semantic space to create clusters that function as descriptive groupings.

Distinct clusters emerge. The Drawmetrics assessment produces distinct clusters that exist independently of the Big Five personality framework categories.

Big Five is only partial. The majority of Drawmetrics clusters exist independently from Big Five domains, although some Neuroticism-related clusters do exist.

Organizationally relevant categories. The clusters in Drawmetrics match the actual terms which employers use to describe their employees, including Task Oriented, Service Focused, and Visionary and Resourceful.

Validity Evidence of Drawmetrics. We examined 30 pairs of personality facets shared by Drawmetrics and the Big Five. Evidence of validity is based on how these facets are related to personality facets in both frameworks. Out of 435 possible connections between facets, we observed:

- **Discriminant Validity:** the 50 connections that differ the most (and passed a statistical significance screening).
- **Convergent Validity:** the 50 connections that are strong and look the same in both systems.

Why This Matters

Contextual fit. Organizations require knowledge about how their staff members perform in team settings, as well as their specific roles and the cultural environments in which they operate. The Drawmetrics assessment method addresses the level of analysis that organizations require.

- The language used in Drawmetrics profiles enables managers to understand the results, which connect academic personality research to practical organizational decisions.
- The assessment tool Drawmetrics operates as an extension of the Big Five framework instead of competing with it. Big Five and Drawmetrics assessments deliver an understanding of personality through two distinct layers.
- Big Five = broad dispositions.
- Drawmetrics = fine-grained, work-relevant descriptors.
- The majority of Drawmetrics clusters exist outside Big Five personality domains.
- The assessment tool Drawmetrics provides essential information about pragmatism, vision, service orientation, and collaboration, which the Big Five model lacks.
- The Big Five model provides limited reference points, yet Drawmetrics generates a more detailed classification system.

- The practical benefit of DM clusters matches the evaluation criteria organizations use for talent selection and development purposes.
- Discriminant and convergent validity evidence provides a benchmark for how Drawmetrics performs relative to the Big Five's structural taxonomy, and the essential information for understanding distinctions (discrimination) between the two tests. (Need to re-word this so that lay person can understandy easily why this Discriminate and convergent validity evidence supports Drawmetrics validity?)

Implications for Employers

- The selection process benefits DM by revealing how candidates reveal themselves in ways that show their suitability for specific roles beyond traditional personality traits.
- The assessment tool DM reveals visionary, collaborative, and pragmatic tendencies, which Big Five scales fail to detect during leadership development.
- DM enables organizations to create better teams through its ability to show workstyle clusters and interpersonal stances, which help with conflict resolution and team composition.
- The assessment method of DM enables organizations to measure employee cultural fit through employee subconscious doodles, which provide authentic insights into company value alignment.

Conclusion

The Taxonomic Graph Analysis reveals that Drawmetrics enhances personality assessment methods by providing organizations with new, actionable insights that extend beyond the Big Five framework. The subconscious self- image people provide through Drawmetrics enable organizations to obtain detailed personality insights that directly support their hiring processes, leadership development initiatives, and overall organizational growth.

The assessment tool Drawmetrics represents more than a standard personality test. The assessment method provides organizations with a new perspective on people through its combination of scientific principles and practical applications.

About the Author

Larry R. Price is a Professor of Psychometrics and Statistics for more than three decades. He is also the author of the textbook, "Psychometric Methods: Theory into Practice" New York, NY. Guilford Publications (2016).

Prof. Larry R. Price LinkedIn: https://www.linkedin.com/in/larry-price-98a61359/