



DO YOUR EMPLOYEES USE THEIR FULL POTENTIAL?

EASI quickly and efficiently gives you the knowledge and understanding you need in developing and training employees.

ABOUT EASI

EASI is a typology which uses test results to classify people into 4 basic types: Enthusiast, Analyst, Supporter and Implementer. EASI is a development tool and is used to develop individuals and groups by helping them to improve their communication. At an organisational level, it provides a common framework for effective communication and collective development goals.

The EASI is suitable for use with employees at all levels across a range of applications:

- + Development of collaboration
- + Teaching/training
- + Team building
- + Individual development
- + Coaching
- + Career advice
- + Employee performance appraisals
- + Organisational culture development

It is possible for non-certified people to use EASI to a restricted extent and under the close supervision of a certified user. Please contact Master for more information.

Core features of EASI include both the Behavioural Style and Motivational Style; EASI highlights the relationship between everyday behaviour and Motivational Style. This provides a key to personal development. Furthermore, the test provides an insight into how the test taker is most motivated to learn new things.

TEST DESIGN

EASI consists of two parts with 64 items in each: Behaviour and Motivation. The four types, Enthusiast, Analyst, Supporter, and Implementer, are measured in each version. The format is normative and consists of a series of statements to which test takers respond by using a scale that goes from "strongly disagree" to "strongly agree".

EASI is based on the Five-Factor Model of personality and includes content from four of the five factors: Openness, Conscientiousness, Extraversion, and Agreeableness. These are split into two orientation axes:

- + Person vs. Task
- + Control vs. Participation

Based on the person's position on each of the axes, the primary and secondary type can be assigned.

TEST POLICY

EASI requires the company to have at least one user certified by Master. Any additional non-certified users may then operate under the supervision and responsibility of the certified user.

Testing procedures should always adhere to Master's best practice guidelines.

NORMS

There are national norms for Denmark (N=7194), Finland (N=2169), Norway (N=3340), Sweden (N=3204), Switzerland (German, N=1789), Germany (N=756), Austria (N=670), and an international norm (N=19122). All norms were updated in November 2019.

LANGUAGES

EASI is presently available in Danish, English, Finnish, French, German, Italian, Norwegian, Polish, and Swedish.

PSYCHOMETRIC PROPERTIES

RELIABILITY

Alpha	Behaviour	Motivation
Enthusiast	0.90	0.89
Analyst	0.84	0.89
Supporter	0.87	0.86
Implementer	0.85	0.90
Mean	0.87	0.89

VALIDITY

Face validity

All questions are evaluated as relevant as valid across both Behaviour and Motivation versions.

Criterion validity

Resulting types are evaluated by test takers as relevant and valid: 94% rated the match between work behaviour and EASI as "very good".

Construct validity

Mean item-total correlations within each scale is very high ($r = 0.55$).

Factor Analysis of the model has shown good construct validity in relation to the Five Factor Model.

Differential Item Functioning (DIF) was rejected across gender, country, age or educational level. This is strong evidence that EASI functions equally well when used on different groups.