

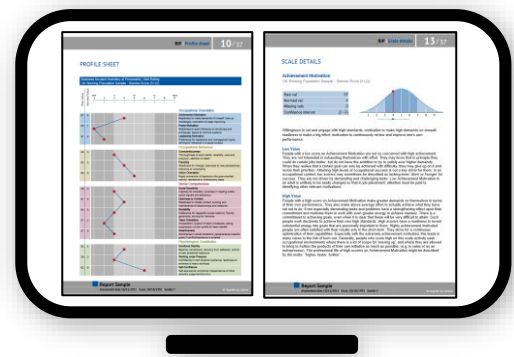
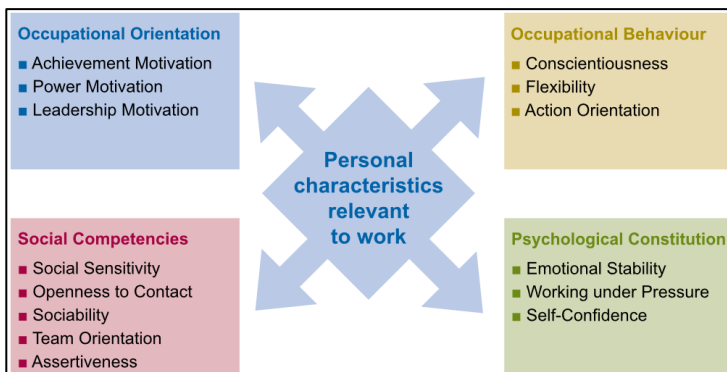
# BIP®



## Business-Focused Inventory of Personality

Rüdiger Hossiep, Michael Paschen

How do your (future) employees and managers approach work? How do they interact with colleagues, clients and how do they react to challenges? The BIP® combines an assessment of both work style and motivation. It is a recognised personality questionnaire for the systematic and transparent assessment of job-related personality traits which is particularly applicable for board executives and middle to senior managerial levels.

### What is assessed?



Target group	• Specialist and managerial positions
Items	• 210 items in Form S (self-rated), 6-point Likert Scale • 42 items in Form O (observer-rated), 9-point Likert Scale
Version(s)	Self- and observer-rating available
Duration	ca. 30–40 minutes (Form S)
Psychometric properties	• Validity: Correlations with job-related success factors ( $r = .39-.49$ ) • Reliability: Internal consistencies (Cronbach's alpha) range from .63 to .87
Norm groups	N = 581 (UK sample, between 19 and 65 years)
Example item	"I feel a sense of satisfaction from pushing myself to the limit." (Dimension: Achievement Motivation)
	English, German, French, Spanish, Italian and other languages
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