Fact sheet

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.

The test design

The EASI test consists of two parts, a behavioural and a motivational part with 64 items in each. Within each part, the four types, Enthusiast, Analyst, Supporter, and Implementer, are measured by a number of items specifically developed to elicit that type of interest.

The theoretical basis of the test is inspired by a combination of two dimensions concerning "person – task" / "control – participation" and a number of facets from four of the five factors from the five-factor model, "Openness to Experience", "Conscientiousness", "Extraversion", and "Agreeableness" (Costa & McCrae, 1992).

The test 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".

Psychometric properties

Reliability

Cronbach's alpha (N = 501)	Behaviour	Motivation
Enthusiast	0.90	0.89
Analyst	0.84	0.89
Supporter	0.87	0.86
Implementer	0.85	0.90
Average	**0.87**	**0.89**

Composite Reliability (N = 7182)	Behaviour	Motivation
Enthusiast	0.88	0.85
Analyst	0.81	0.84
Supporter	0.85	0.90
Implementer	0.83	0.84
Average	**0.84**	**0.86**

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Validity

Face validity	Attractiveness (the social desirability of the items) has been examined by	Approved
	Types	
	Behavioural part versus Motivation part	
	Behavioural items versus the parallel Motivation items	
Criterion-related validity	Evaluation from the test persons:	
	"How well do you think the match is between the report description and how you really are at work?"	94% of the respondents answered from "neutral" to "very good" on a rating scale
	"How did you like the name of your primary type?"	94% of the respondents answered from "acceptable" to "like" on a rating scale
Construct validity	Item-total correlation	Approved: 98% of all items correlate highest with the intended type
	Factor analysis	Approved: Good results for all four types
	DIF (Differential Item Functioning) (gender) examined for every item	No DIF

Norms

There are national norms for Denmark (N=2840), Norway (N=352), Sweden (N=1352), Switzerland (German) (N=515), and an international norm (N=5059).

All norms were last updated in September 2013.

Languages

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

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