

## Pursuit NHA

A business consultancy specialising in recruitment and training for sales and management teams, Pursuit NHA has been helping businesses worldwide solve their various problems and challenges for the last 26 years.



### Project background

Working at both the strategic organisational and the individual team level, Pursuit's core business centres around offering advice to companies on recruitment and training. In short, it helps organisations get the best out of their most important asset – their people.

Interested in the self-awareness angle, Pursuit's Chief Executive, Andy Ferguson, was looking to complement the company's existing menu of solutions by including some additional psychometric tools into its offering. He was particularly keen on the depth and breadth of insight offered by the use of the MBTI and 16PF instruments – the MBTI

framework can be used as a starting point for development centres or teambuilding interventions and the 16PF can provide a comprehensive structure for the recruitment process, or the two tools can be used together in combination to help people through coaching work or outplacement.

Andy explains, "Having experienced the MBTI tool in the past, I liked the awareness it gave me of the impact I had on others, and vice versa. In a managerial context, that understanding is vital: why do people do things? I thought this idea could be transferable to many business contexts."

## TRAINING SECTOR

### Business needs

- Psychometric tools to offer clients that complement existing solutions
- In-depth understanding of personality
- Training on the use of the MBTI and 16PF tools

### Psychometric tools used

- 16PF
- MBTI Step I
- MBTI Step II

### Benefits

- International adoption of the approach, through partner organisations
- Better insight and understanding of clients
- Self-awareness of individuals

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*Andy Ferguson  
Chief Executive*

## The solution

Convinced of the robustness and wide-ranging applicability of the psychometric tools on offer at OPP, Andy was interested in its Level B Programme – which qualifies participants in the use of the MBTI and 16PF instruments – particularly because it took a combined approach to understanding personality.

Many other companies only offer courses that use a ‘trait-only’ approach, but Level B includes the additional ‘type’ focus, meaning that two different and complementary approaches to understanding personality can be combined for added resonance, precision and depth of insight. This fitted with Pursuit’s holistic philosophy, as well as giving access to two tools that Pursuit’s clients would find interesting, illuminating and resonant.

“We believe in the importance of the whole picture, and take a holistic approach to understanding people,” Mark Akehurst, Consultancy Manager at Pursuit, explains. “As well as acting as excellent conversation-starters, these tools can help a consultant probe deeper and gain a real insight into who someone is.”

As an example of how Pursuit is now putting their training into practice, Mark describes a technique the company now uses, called ‘Brand Me’, which is used in coaching to help individuals think about the direction they want to go in their work – for example, when looking for a job.

Because people generally find it difficult to know where to start in ‘marketing’ themselves, a Pursuit consultant will generate ideas by conducting a questionnaire, such as the 16PF, and then delivering feedback to the individual. This allows the participant to identify their own strengths and weaknesses, which can then be used to develop a strategy and a ‘brand’ that acts as an excellent structuring theme for interviews.

Equally, the self-awareness provoked by a psychometric tool can be a way for leaders to know what defines and distinguishes them from others. “Great leaders understand themselves,” explains Mark, “and this is how they can best understand others too. A framework like the MBTI prompts leaders to consistently think about their own preferences and use this knowledge on an everyday basis, rather than forgetting what they learnt. It means it’s accessible and constantly useful.” And, as well as acting as a confidence-booster for individuals, psychometric tools can also reassure the organisation doing the recruiting that they can have confidence in their decisions.

## Results

Mark concludes: “As an interviewer, the 16PF is an excellent tool. It’s objective and valid, so eliminates the making of assumptions. You can be certain that you’ve gained an insight into someone’s motivations and drivers – a really in-depth understanding of where that person’s coming from. In short, you get a better, clearer, validated result with the 16PF.”

On the workshop itself, Andy describes the trainers as “very, very good”. He comments, “The session on statistics especially was a surprise, as the participants were anxious about a subject that had the potential to be as dry as dust – but the trainer really brought it to life.”

Following the success of the Level B qualification for its UK staff, Pursuit persuaded one of its international franchisees, Dynargie, to commission OPP to run MBTI qualifying courses across six countries. This allows Pursuit and its partner organisations to offer a consistent face and service offering across its European operations.

Established in Oxford in 1989, OPP is one of Europe’s largest providers of business psychology solutions. Its products and services are used by SMEs and multi-national organisations in more than 25 countries. OPP develops the 16PF personality assessment and also distributes many of the world’s leading psychometric instruments, including the MBTI, FIRO and TKI tools.

To find out how OPP can help your organisation with talent identification, teambuilding and leadership development, call +44 (0)845 603 9958 or visit [www.opp.com](http://www.opp.com).