



# HeartLife™

Insight for transformation

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[www.HeartLifeIndicator.com](http://www.HeartLifeIndicator.com)

## ABOUT HEARTLIFE

### HEARTLIFE ACADEMIC RESEARCH

#### OVERVIEW

- On-line, easy to complete and only takes 7 to 10 minutes
- Normed on a highly diversified sample of almost 2,000 individuals
- Instrument precisely quantifies 16 behavioural constructs – not just broad personality groupings
- Ability to do self-assessments as well as integrating 360° assessments
- Verified criterion, construct, and content-related validity
- Can quantify not only individual behaviour, but culture – defined as the collective behaviour of individuals
- Proven validity and reliability through multiple rounds of Factor Analysis and Correlations Analyses

#### BACKGROUND

The HeartLife Indicator is a psychometric instrument that is able to pinpoint behavioural characteristics. The core instrument is supplemented by a report developed through years of experience and enhancements. These reports are proprietary and available for download through the HeartLife website once the Indicator has been completed online.

The HeartLife Indicator was developed through rigorous psychological techniques and validation measures. At its core, personal Indicators are generated through responses to 75 questions each using a five-point Likert scales. For the user, this procedure is completely easy to complete and does not require any specialised knowledge, with most people taking 7 to 10 minutes to complete the Indicator.

Responses to each of the 75 questions are separated into the 16 styles (constructs), which are then compared (normed) against a large population of people who have also completed the instrument.

The Indicator also combines a user's self-assessment (Self report) together with multiple assessments completed by others who know and impartially rate the user on the same set of 75 questions (Others reports). This provides an integrated and comprehensive perspective into an easy to understand report that is a catalyst for his or her personal growth and development.



### **VALIDITY AND RELIABILITY**

The HeartLife Indicator is robust in terms of its extensiveness and comprehensiveness from its development as a theoretical conceptual model through to validating the model and the questionnaire. The Indicator was developed with input from Psychologists and Statisticians using real data from survey participants across multiple countries and jurisdictions.

Furthermore, the methodological rigor undertaken to research and develop the Indicator has resulted in a questionnaire which is both valid and highly reliable. This has been achieved through multiple rounds of Exploratory and Confirmatory Factor Analysis, and reliability testing.

The HeartLife Indicator is a valid, reliable tool that has vast application, and can be used with a high level of confidence that it will measure what it claims to measure.