

PeopleMaps : An Overview

Who are PeopleMaps?

PeopleMaps builds Personality Power Widgets to provide psychological profiling (sometimes called personality or psychometric testing) products to businesses and individuals across the globe. We are experts in psychology, technology and marketing and make affordable profiling available to everyone with access to the Internet. What's special about us?



Our unique questionnaire provides astonishingly accurate results with only 10 questions - and is only ever available online.

The unique Personality Power Widget allows websites publishers to deliver professional personality content of their choice on their own site - with only a few clicks of a mouse.

Our personality content is written in plain English, so no one needs any training or consulting to use it or interpret the results.

We operate a meet-free policy, and are location-independent - with remote employees using clever web technologies for administration, planning, building, delivering and promoting the business.

What product does PeopleMaps deliver?

The **PeopleMaps Power Widget** is a piece of code that web developers can place on their sites to deliver professional personality content to their visitors.



They can choose which personality content to include (from our library of hundreds of personality topics) and customise the look and feel to match their site.

Their website visitors complete the short questionnaire and read their personality profile results instantly (without ever leaving the current web page), with an option to share it with their contacts via email and other social tools.

What is PeopleMaps' strategy?

We choose to invest our marketing budget into P for product, not P for promotion: this means we use clever web technologies to build great products.

We've revolutionised profiling: with a reduced barrier to entry, PeopleMaps makes profiling available to more people than ever before, with professional profiles written in plain English so anyone with access to the internet can benefit.

What is PeopleMaps' expertise?

PeopleMaps has delivered professional personality profiling online since 2001. Co-founder Anne Ellis successfully built a number of high-growth companies focused on people development underpinned by psychological profiling and was part of the team that introduced the first Master's in Business Psychology degree at a UK University (she was also a senior lecturer in that subject for several years).

PeopleMaps was set up to bring together Anne's expertise with CEO Martin Gibbons' experience of business process and online technologies consulting.



What psychology is applied?

The psychological profiler underpinning PeopleMaps is a Jungian system designed to measure an individual's psychological make-up.

Jung's bi-polar scales measure the attitudes of introversion and extraversion, together with the rational preferences of thinking and feeling and the irrational preferences of sensing and intuition. These are combined to arrive at the psychological profile or type.

Having determined the individual's Jungian profile, PeopleMaps then produces a range of personality content pertaining to the preferred behaviour of that type. The results are delivered via the Personality Power Widget.