



## Personality Profiling Products

Easy, Instant, Online



### Who are PeopleMaps?

PeopleMaps provides psychological profiling (sometimes called personality or psychometric testing) products to businesses and consumers 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.

All PeopleMaps personality profiles are written in plain English and require no professional interpretation.

Our profiles are available instantly and we don't charge any set-up, consultancy or training fees ever.

Our systems are designed to allow all our customers to use our tools and products in only a few mouse clicks.

### PeopleMaps products

[www.peoplemaps.com](http://www.peoplemaps.com) provides a wide range of personality profiles suitable for jobseekers, recruitment, team building and staff development.

The PeopleMaps architecture enables new reports to be created very quickly for any number of diverse applications.

White label and Integration options allow other online companies to integrate professional personality profiling into their own sites.



personality profiles in plain  
English for business and  
consumers

### The PeopleMaps Philosophy

#### ① Profiling revolutionised

With a reduced barrier to entry, PeopleMaps makes profiling available to more people than ever before.

#### ② Innovative marketing

PeopleMaps actively seeks out fresh and dynamic ideas to dominate the online psychological profiling market.

#### ③ Smart successful technology

PeopleMaps makes use of smart technology to make it easy for customers, partners, employees and shareholders to engage.

## PeopleMaps expertise



### Anne Ellis, MSc CFCIPD - Director of Psychology

Anne has many years experience in psychological profiling and was a senior lecturer on the subject at the University of Westminster.



The psychological profiler underpinning PeopleMaps is a Jungian profile 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 reports pertaining to specific topics e.g. job-title specific recruitment such as "PAs, Admin & Secretaries".

Each PeopleMaps report allows the reader to understand the subject better and predict future behaviours. We make the psychological interpretations and produce the reports in plain English so anyone can use them with no need for any special training.

## PeopleMaps clients



Customers from across the globe use PeopleMaps products and services for a variety of recruitment and development purposes.

**Contact 4** - with 1300 staff on 3 sites, this contact centre uses PeopleMaps profiling and benchmarking to successfully reduce staff turnover.



Partners use PeopleMaps to offer their audience something unique and relevant and generate revenue.

**The Telegraph** - offering every jobseeker to their site a free personality report and reselling profiling products to jobseekers and corporate clients.



Integrators build PeopleMaps seamlessly into their own websites, allowing them to enhance their products through profiling.

**Zubka** - leading the way in network recruitment, Zubka has integrated PeopleMaps personality testing into their own package.



"outstanding value for money", Paul Bradley  
"easy-to-use", Chris Horne  
"the reports are spot on", Jenny Scott  
"quick and cost effective", Adam Green

### Get started - read your own report!

Test us out - Get full instant access to our complete system. Take the questionnaire yourself and read your own report instantly. **Free!**  
[www.peoplemaps.com](http://www.peoplemaps.com)

