



# Interaction Effectiveness Assessment<sup>®</sup>

role type + interaction pattern + effectiveness profile

Simply knowing your personality type or style is not enough.  
Discover the impact your behavior has on others –  
and what to do to improve.

## What is the Interaction Effectiveness Assessment<sup>®</sup>?

The Interaction Effectiveness Assessment<sup>®</sup> (*iea*) is a powerful and valid self-assessment based on your answers to a twenty-six item questionnaire. You are asked to respond to the question: "In general, what behavior do you actually show when interacting with others?"

The interpretive report returned to you may have up to three sections. Each includes suggestions on what behaviors you might want to modify, and how potentially to improve the quality, satisfaction, and productivity of your interactions with others.

- The foundation of the report provides your results in the form of one of twenty-six possible **Role Types**, based on three key dimensions in social interaction. Your Role Type is the generally consistent and characteristic behavior you tend to exhibit in your interactions with others. Knowing more about the roles you are likely to take in your interactions helps to understand and improve the impact your behavior has on others.
- An **Interaction Pattern** analysis displays the pattern of your behavior in nine critical areas of social interaction. The shape of your own pattern is, in many ways, an indication of how flexible and adaptable you are in adjusting your behavior to fit various situations. Your responses are compared to an optimal pattern, and suggestions are given on how to improve your flexibility in areas where you might over or underemphasize certain behaviors.
- An **Effectiveness Profile** details your actual responses to the twenty-six item questionnaire and compares your results to an effective range for each behavior. The analysis includes behaviors that you might currently show too often, or not often enough, with hints on how to modify.

Your individualized *iea* builds a comprehensive picture of how potentially effective your current behavior is, how others are likely to respond to your behaviors, and how you might go about modifying your behavior in order to increase your interaction competence. An extensive workbook to help you better understand your feedback and help you formulate a specific development plan accompanies each report.

For more information visit the web site at: <http://iea.symlog.com>

**A self-assessment whose results begin where other assessments end ...**