

IRIS measures the malleable. Personality tests describe; IRIS develops.

Psychometrics assess fit, flag derailers, and raise awareness; IRIS inspires growth, reveals levers, and builds change.

	IRIS	HOGAN	DISC	MBTI	Predictive Index	Birkman	CliftonStrengths (Gallup)
What it measures	Coachable, changeable behaviors and mindsets — what people can grow	Fixed personality traits and derailers	Stable behavior preferences	Inborn type preferences	Stable workplace drives	Enduring personality plus needs	Innate talent —enduring patterns of thought, feeling, and behavior developed into strengths via use
Core Purpose	Development, transformation, and growth -focused selection and teamwork	Selection & risk management	Communication & teamwork	Self-understanding	Job fit & talent optimization	Team & manager fit	Identification and application of natural strengths
Change lens	Built for growth — measures current awareness <i>and</i> desired direction	Descriptive, rarely developmental	Descriptive	Descriptive	Descriptive	Descriptive	Descriptive — focuses on maximizing existing talent
Time orientation	Dynamic: captures how someone evolves over time	Static	Static	Static	Static	Mostly static	Static
What the Data Shows	Where someone is now , where they want to grow , and the size of the stretch	Enduring dispositions (bright/dark sides, motives)	Stable style (D, i, S, C)	Type and cognitive preference	Predictive drives that rarely change	Deep personality needs and stress responses	Dominant talents and patterns of excellence
Coaching Conversation	<i>"Here's how you show up. What do you want to dial up next?"</i> — forward-focused, coachable change	<i>"Here's who you are — and what might derail you"</i>	<i>"Here's how your style differs from others"</i>	<i>"Here's your type and how it interacts"</i>	<i>"Here's your natural pattern; align it to the role"</i>	<i>"Here's how unmet needs cause stress"</i>	<i>"Here's your top strengths; use them more intentionally"</i>

IRIS shows how people work now — and how they can work better.

Static personality snapshots define limits. **IRIS's dynamic growth mirror reveals what can change.**

	IRIS	HOGAN	DISC	MBTI	Predictive Index	Birkman	CliftonStrengths (Gallup)
Coach outcome	Client insight that leads to actionable growth goals	Risk insight for selection/development	Shared language for teamwork	Awareness of differences	Role alignment	understanding needs and stress patterns rather than growth	Strength-based development and engagement strategies
Ideal Use Case	Leadership and life coaching, team growth, intentional behavior change	Executive selection, succession, derailers	Team communication training	Team workshops	Hiring, org design	Deep coaching for stress/fit	"Here's your top strengths; use them more intentionally"
Underlying Model	Modernized Adjective Check List (ACL) — measures about 100 attributes, Real vs. Ideal to reveal growth gaps	Trait psychology (HPI, HDS, MVPI)	Behavioral model of workplace style	Jungian typology	Factor model of drives	Personality/needs composite	Positive psychology framework — 34 CliftonStrengths themes
Platform advantage	Digital coaching platform with team roll-ups, comparisons, role-based targets, 360s, and growth-over-time alignment visuals	Traditional psychometric reports	Standalone report/workbook	Workshop report	Proprietary business dashboard	Licensed report system	Gallup Access platform with reporting and resources
AI-Coaching assistant	'Ask IRIS' in-platform assistant provides on-demand insights and coaching tips from client data.	X	X	X	X	X	X

You can't coach what can't change. That's why we built IRIS.

Bottom Line = Fixed personality tools tell people who they are. **IRIS shows people how they can grow.**