



IRIS Behavioral Assessment: Proven Reliability and Validity

Overview

The IRIS Behavioral Assessment is a scientifically validated, non-cognitive measurement tool designed to evaluate the personal and professional attributes that drive success in education, career, and leadership. Based on Dr. Harrison Gough's Adjective Check List (ACL), IRIS uses a dynamic, self-descriptive model of 300 adjectives to generate highly personalized and accurate behavioral insights. With more than 9,000 participants in its normative sample, IRIS delivers data-driven results with exceptional reliability, validity, and EEOC compliance.

Reliability: Consistency You Can Trust Test-Retest Reliability: IRIS demonstrates strong stability of results over time, with correlation coefficients averaging .65 for males and .71 for females across a six-month to one-year interval. Built-in authenticity algorithms detect random, extreme, or inconsistent responses to ensure accuracy and data integrity.

Inter-Rater Reliability: Studies show near-perfect agreement between expert evaluators ($r = .95$ to $.99$), confirming that IRIS results align with professional psychological assessments.

Internal Consistency: Using Cronbach's Alpha, IRIS scales demonstrate high internal reliability (ranging from .53 to .95), showing that each trait is measured cohesively across multiple data points.

Validity: Measuring What Matters

Content Validity: IRIS was normalized with a diverse group of more than 9,000 participants across ages, genders, and professions. It has been translated into 25 languages, ensuring cross-cultural applicability.



Construct Validity: Through advanced factor analysis, IRIS organizes 300 adjectives into 37 behavioral scales and six global factors, capturing the full spectrum of human behavior. The tool demonstrates strong convergent and discriminant validity, confirming that it measures distinct, meaningful traits accurately.

Criterion Validity: IRIS scales correlate significantly with established instruments such as the California Psychological Inventory (CPI) and the Minnesota Multiphasic Personality Inventory (MMPI), confirming predictive alignment with validated psychological measures.

Applications

Education: Track and enhance non-cognitive skills that improve academic outcomes and workforce readiness.

Hiring & Development: Match candidates to roles, identify leadership potential, and guide coaching plans with precision.

Organizational Growth: Use IRIS data to develop cultures of self-awareness, engagement, and performance improvement.

EEOC Compliance

Independent studies confirm that IRIS results are non-discriminatory across race, gender, age, and disability status. The assessment fully complies with Title VII, ADA, and ADEA standards, ensuring fairness in all applications.

Why IRIS?

Validated through decades of behavioral science and modern AI-enhanced analytics, used in over 1000 academic studies, IRIS provides measurable, equitable, and actionable insights into the human side of performance — helping organizations and individuals grow with confidence.