



# Why Use a Psychologist for Business?

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Assist people in achieving their full potential



# How Psychologists Assist

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- Business Psychology
- Programs: Workshops, Training, Seminars
- Personal/Professional Development



# How Business Psychologists Assist

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- Client
  - Individual, Team, Organization
- Logistics
  - Internal, External
- Approach
  - Clinical Art
  - Science and Metrics



# The David Litton Approach

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- Tailored to Individual/Organization
- Metric based (objective personality assessment instruments)
- Problem solving
- Strength enhancement
- Supportive but Objective



# Factors Considered

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- Leadership
- Focus
- Culture
- Structure
- Customers/Desired Outcomes



# Objective Psychological Metrics

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- Organizational Vision Alignment
- Individual Personality Factors (for coaching & development)
- Team Makeup
- Selection Template



# Status of Organization and Needs

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- Fiscally Conservative  
need sound selection
- Appreciative of Stability  
need development of existing resources
- Operating within Fearful Environment  
need enhancement of organizational culture



# Model for Business Psychology

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- Allows Psychologists to Assist People
- Addresses Needs of Organization
- Combines Art and Science
- Focuses on Strengths as well as Areas for improvement
- Has Capacity to promote transformation



# Business psychologists Skills

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- Grounded in Theory & Practice
- Capable of Using Psychological Metrics to Advance Client Needs
- Capable of Working with Top Executives and at Board Level
- Possessive of Integrity, Humility, Appreciation of Context



# Business Psychology Process

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- Client Needs Assessment Intervention
- Conduct Needs Analysis
- Collect Data through Interview and Reliable/Valid Metrics
- Design and Implement Solutions