

# The SIOP I-O Products & Services Guide

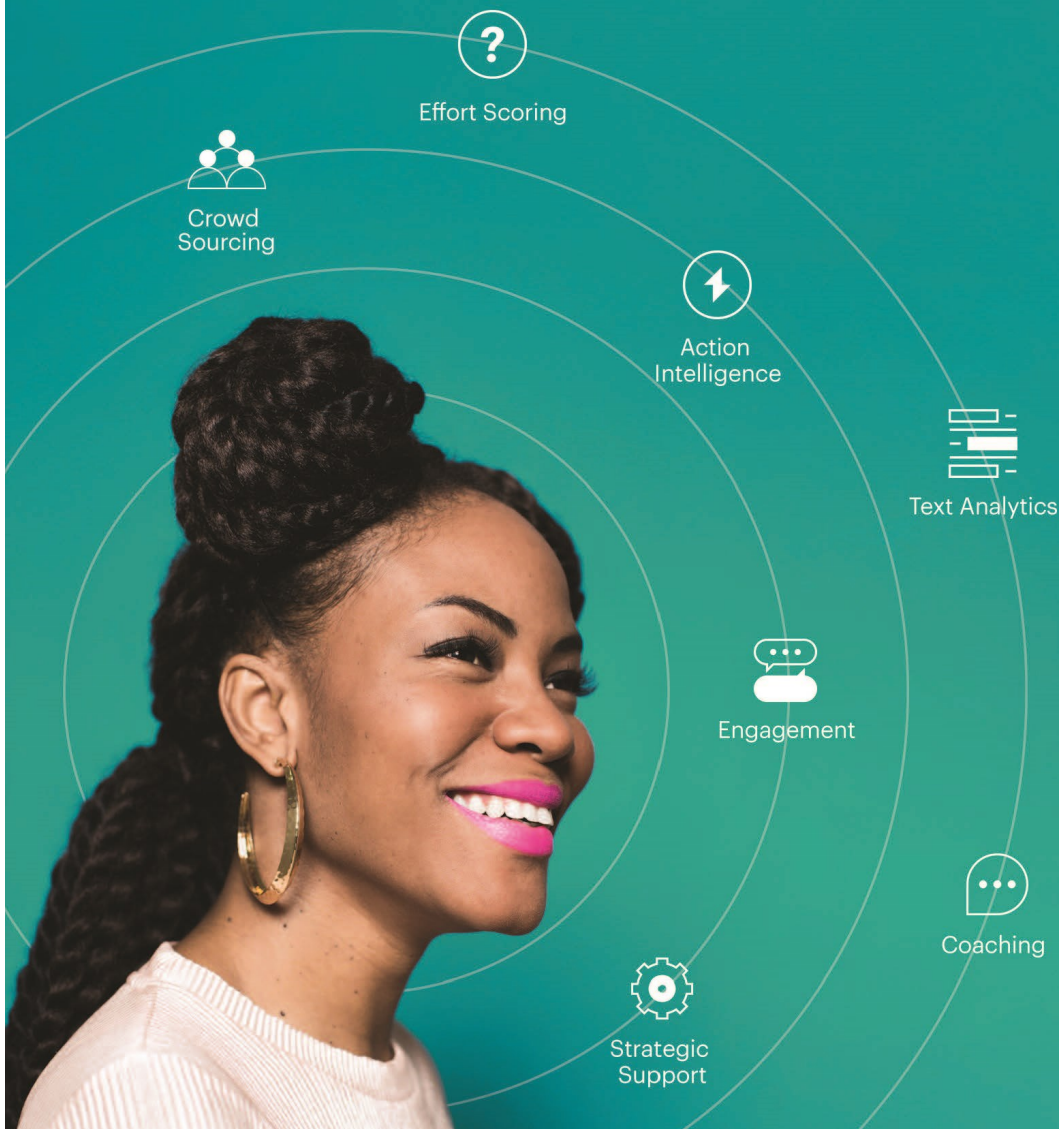


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**Medallia**

## Table of Contents

Medallia	2
Table of Contents	3
Keyword Index	4-6
Advertising Policy	6
(Available)	7
Reach the SIOP Market All Year Round!	8
3D Group	9
Alliant University-CSPP	10
American Institutes for Research (AIR)	11
(Available)	12
Aon (2-Page Spread)	13-14
APTMetrics	15
Assessments International Inc.	16
BTS	17
Data Solutions International Inc.	18
Hogan Assessment Systems	19
Modern Hire	20
OrgVitality LLC	21
Oxford University Press	22-23
Pearson VUE	24
PSI Services (2-Page Spread)	25-26
Quintela Group LLC (2-Page Spread)	27-28
Rocket-Hire/LaunchPad (2-Page Spread)	29-30

*This guide is best viewed In Adobe Acrobat in a two-page spread format.  
In Acrobat, go to the “View” menu and select “Page Display”.  
Select “Two Page View” to best see the two-page advertising spreads.*

*If your organization would like to advertise in the I-O Guide, please contact  
Susan Rogers, CAE, SIOP Business Development Manager, at [srogers@siop.org](mailto:srogers@siop.org).*

## **Keyword Index—Page 1**

### **1. Organizations in This Guide That Employ I-O Psychologists:**

- 3D Group—Page 9
- Alliant University-CSPP—Page 10
- American Institutes for Research—Page 11
- Aon—Page 13-14
- APTMetrics—Page 15
- BTS—Page 17
- Data Solutions International—Page 18
- Hogan Assessments—Page 18
- Medallia—Page 2 (inside front cover)
- Modern Hire—Page 20
- OrgVitality—Page 21
- PSI Services—Page 25-26

### **2. Accountant/Accounting Firm, Audit or Tax Services**

### **3. Attorney or Law Firm**

### **4. Consultant or Consulting Firm or Coaching Firm**

- 3D Group—Page 9
- APTMetrics—Page 15
- PSI Services—Page 25-26

### **5. Education, Learning, or eLearning (not Higher Education) or Education Mgmt Services**

- Oxford University Press—Pages 22-23

### **6. Enrollment Management/Student Application Support Services**

### **7. Executive Education Programs**

### **8. Executive Search Firm or Search Firm**

### **9. Financial Services**

### **10. Government Agency (Federal, State, Local)**



## **Keyword Index—Page 2**

### **11. Higher Education (Community College, College, Online, University)**

- Alliant University-CSPP—Page 10

### **12. Human Resource—Benefits/Compensation, Creativity/Innovation, Culture Building/Culture Mapping, Diversity/Inclusion, Employee Engagement, Job Analysis/Skills Mapping, Onboarding, Safety/ OSHA, Talent Analytics, and/or Team Building**

- American Institutes for Research—Page 11
- Aon—Page 13-14
- Assessments International—Page 16
- Hogan Assessments—Page 19
- Medallia—Page 2 (inside front cover)
- Modern Hire—Page 20
- OrgVitality—Page 21

### **13. Human Resources—Assessments, Candidate Identification/Interviewing/Selection, and Employee Feedback/360 Feedback**

- 3D Group—Page 9
- Aon—Pages 13-14
- APTMetrics—Page 15
- Assessments International—Page 16
- BTS—Page 17
- Data Solutions International Inc—Page 18
- Hogan Assessments—Page 19
- Medallia—Page 2 (inside front cover)
- Modern Hire—Page 20
- OrgVitality—Page 21
- Pearson VUE—Page 24
- PSI Services—Pages 25-26
- Quintela—Pages 27-28
- Rocket-Hire/Launch Pad—Pages 29-30

### **14. Information Technology & Services**

- Quintela—Pages 27-28

### **15. Insurance/Assurance or Risk Management**

### **16. Language Testing & Proficiency Certification or Translation & Localization Services**

### **17. Management Consultant or Consulting Firm**

- BTS—Page 17

## Keyword Index—Page 3

18. Marketing & Communications (Branding, Media Relations, PR, Writing)

**19. Nonprofit Organization or Professional Association (APA, PTCMW, SHRM, SIOP)**

- SIOP—Page 8

**20. Professional Training & Consulting**

- BTS—Page 17

**21. Publishing**

- Oxford University Press—Pages 22-23

22. Recruiting/Staffing or Outplacement Services

**23. Research Services**

American Institutes for Research—Page 11

24. Reward and/or Recognition Programs

**25. Software Publisher/Platforms, AI (Artificial Intelligence)-Based Software/Platforms**

- Data Solutions International Inc—Page 18
- Medallia—Page 2 (inside front cover)
- Modern Hire—Page 20
- Rocket-Hire/LaunchPad—Pages 29-30

**26. Testing, Computer-Based Testing or Psychometric Testing**

- Pearson VUE—Page 24

27. U.S. Armed Services (Army, Marines, National Guard, Navy)

28. Wellness Services/Stress Management

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**Should you be here?**

**First ad after front index.**

**\$3,500.**

**Contact Susan Rogers**

**at [srogers@siop.org](mailto:srogers@siop.org).**



SOCIETY for  
INDUSTRIAL and  
ORGANIZATIONAL  
PSYCHOLOGY

## *Reach Your I-O Psychology Market All Year Round!*

### **SIOp I-O Product And Services Guide**

The SIOp Office receives phone calls and emails weekly asking us to identify and/or recommend companies that do X, Y or Z. SIOp is neutral and cannot recommend one partner company over another. SIOp needs a resource to send these people to—one that will give them an index of companies by name and by the type of products or services that they offer.

Also, graduate students and new I-Os ask us for the names of organizations who hire I-O psychologists. And, undergraduates ask us for graduate programs in I-O psychology.

SIOp solves these referral problems with the **SIOp I-O Product and Services Guide**.

Imagine a year-long presence with a large, color ad with your company or graduate program indexed in the back for easy reference by potential customers and students. This guide will give them a trusted, online resource focused on I-O products and services, graduate programs, AND it also will identify all the companies that hire I-O psychologists!

[www.siop.org/Partners/Advertising-Overview/Guide](http://www.siop.org/Partners/Advertising-Overview/Guide).

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### **SIOp Source: Our Weekly e-Newsletter**

What SIOp publication has the astounding average open rate of 34%? And an average click-through rate of 7.9%? Answer: The *SIOp Source*. The *SIOp Source* is published every Wednesday and distributed to approximately 8,000 readers interested in I-O news, products, and services. The new format only has four ad spaces.

[www.siop.org/Partners/Advertising-Overview/SIOp-Source-Advertising](http://www.siop.org/Partners/Advertising-Overview/SIOp-Source-Advertising)

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### **SIOp Quarterly *TIP* News Publication**

*Reach SIOp members through one of our most popular member benefits!*

*The Industrial-Organizational Psychologist (TIP)* is the official newsletter of the Society for Industrial and Organizational Psychology, Inc. *TIP* is published digitally on a quarterly basis and is available for SIOp members and the general public to view. Circulation approximately 8,000

[www.siop.org/Partners/Advertising-Overview/TIP-Advertising](http://www.siop.org/Partners/Advertising-Overview/TIP-Advertising)

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**Business Development Manager**

**Society for Industrial and Organizational Psychology (SIOp)**

**419.353.0032**

**[srogers@siop.org](mailto:srogers@siop.org)**

# We Know 360s

360 Feedback is not a hobby for 3D Group—it's our specialty. Partner with us to discover what our 360 expertise can do for you.

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**The Handbook of  
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**AT SIOP 2021:**

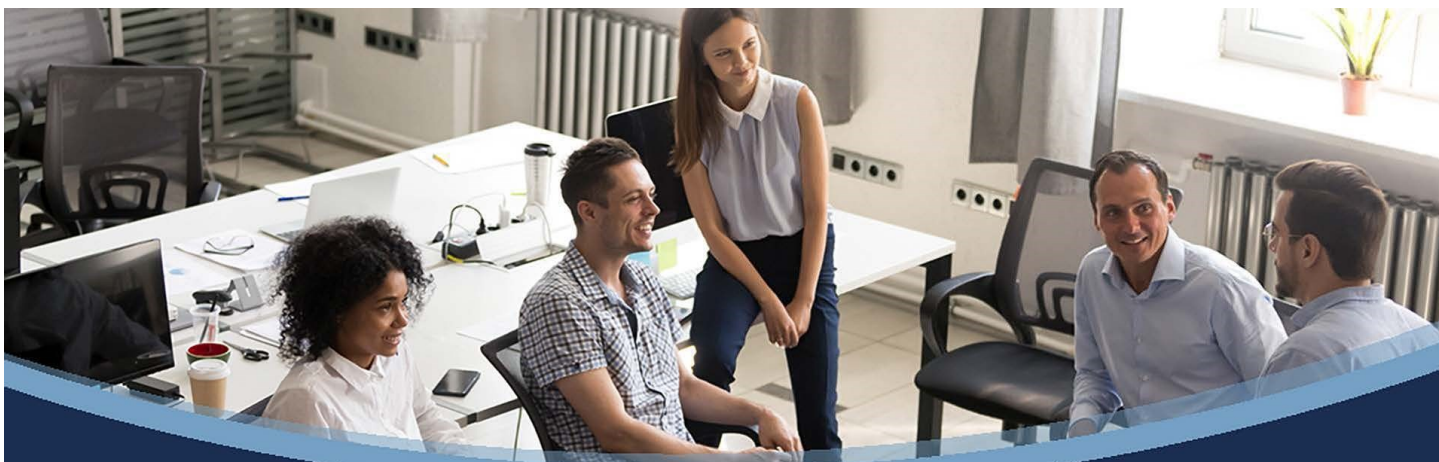
**Is Crisis Leadership  
Still Leadership?**

**Friday, April 15  
10 am ET**



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Alliant International University  
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Doctor of Psychology – Organizational Development

<https://www.alliant.edu/psychology/organizational-psychology>



## LEADING EDGE LEADERSHIP DEVELOPMENT

### A Virtual Event

Workshops are Sept 30–Oct 2 (Thursday–Saturday)

The Consortium is Oct 7–Oct 9 (Thursday–Saturday)

Details to Come...



**AIR's Human Capital Solutions team** uses evidence-based analyses and approaches to support projects that encompass the entire human capital life cycle and provide our public and private sector clients with unique insights and tailored solutions.



AIR's team of industrial and organizational psychologists—along with our workforce researchers, economists, and sociologists—implements a wide range of methodologies to address human capital issues. We partner with federal and state agencies, associations, nonprofits, and employers across industries ranging from Health and Medicine to Construction.

**For more information, visit [www.air.org/topic/workforce/human-capital](http://www.air.org/topic/workforce/human-capital)**





# Power Your Talent Strategy



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# Drive Your Talent Strategy

Proven. Engaging. Forward Looking.

We provide clients with powerful tools and insights to help them make better talent decisions at every stage of the employee lifecycle. This includes pre-hire assessments, identifying future leaders, screening for digital skills and agility, and AI-enabled solutions.

Aon's Assessment Solutions undertakes 30 million assessments each year in 90 countries and 40 languages.

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Empower Results®

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See our showcase of award-winning products and services featuring: virtual networking opportunities, access to demos, thought-leading white papers, and conference prizes!

Now in our 26th year, **APTMetrics** is the only HR consultancy that builds world-class talent solutions and is nationally recognized for its employment litigation support services. This combination ensures that the unique services and talent management solutions we deliver are inclusive, fair, valid and legally defensible. These solutions include:

## LEADER ASSESSMENT & DEVELOPMENT

- Identification and Development of Next Generation Leaders
- Delivery of Robust, Diverse Leadership Pipelines
- Client Branded, Contextually Relevant Leader Assessment Simulations

## TALENT ACQUISITION

- Integrated Assessment Solutions for External Hiring and Internal Promotion
- Cultural Dynamics Assessment Tied to Unique Organizational Culture and Bottom Line
- Interview/Selection Skills Training for Hiring Managers
- Staffing for Mergers and Acquisitions

## LITIGATION SUPPORT & RISK REDUCTION

- Pay Equity Analyses
- HR Process Audits
- Expert Witness Testimony
- Criminal Background Check Evaluations

## TALENT MANAGEMENT

- Job Analysis/Competency Modeling
- 360-Degree Feedback/Performance Management
- Succession Management

For more information contact [TalentSolutions@APTMetrics.com](mailto:TalentSolutions@APTMetrics.com).

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## OPPORTUNITIES DON'T HAPPEN YOU CREATE THEM



A COMPREHENSIVE  
ASSESSMENT STRATEGY TO  
EXPEDITE TALENT AND  
ORGANIZATION SUCCESS

Don't see what you  
are looking for?

Assessments International  
integrates with additional  
assessment providers and  
can incorporate your  
companies' propriety  
assessments as well. Call  
us to discuss how we can  
align our assessment portal  
with your assessment needs.

### ASSESSMENT PORTAL

Set your organization apart. Reduce administrative complexity, simplify the user experience, and access all results with integrated assessment solutions from Assessments International.

### AVAILABLE ASSESSMENTS

- The PROFILOR® Development Series  
360 Feedback For Development  
360 Progress Check
- The PROFILOR® Employee Lifecycle Series  
Onboarding & Exit Surveys  
Engagement & Pulse Surveys
- TalentLens Assessments  
Watson-Glaser™ Critical Thinking Appraisal III  
Raven's Progressive Matrices™  
Workplace Personality Inventory II (WPI-II)
- Inclusive Leadership Collection  
iL:SELF ■ iL:360 ■ Unconscious Bias:360 ■ iL:360+



## The global leader in turning strategy into action

### Who we are

BTS is a global professional services firm headquartered in Stockholm, Sweden. For over 30 years, we've been making strategy personal by designing powerful experiences that have a profound and lasting impact on people and their careers, helping leaders build the future of their business.

### What we do

**At our core, we believe people learn best by doing.**

We focus on the people side of strategy, using business simulations and experiential learning tools to ensure that leaders and all employees have the proper alignment, mindset and capabilities needed for sustained success, today and in the future. With services that span the employee lifecycle and a relentlessly contextual approach to learning and development, we are our clients' broader people partner.

**In 2020 BTS quickly innovated our digital capabilities to pivot hundreds of our clients to virtual program delivery across the globe!**

#### Leading companies trust BTS to:

- Turn strategy into action through people
- Develop great leaders
- Change and sustain culture
- Shift leader mindsets through coaching
- Increase business acumen
- Transform sales organizations
- Build innovation and enable digital transformation
- Assess talent for selection and development
- Design high impact leadership off-sites that leverage digital technology



**BTS is recognized by Brandon Hall Group and other industry awards as a leading talent solutions partner!**

### What we accomplish for our clients

BTS maximizes business impact by aligning people to strategy, shifting mindsets and developing the critical skills necessary for successful execution. Our teams work closely with our clients' senior leaders to develop and customize experiences that deliver critical business results. By establishing action plans, feedback processes, go-do activities and follow-up measurements, these solutions support long-term performance improvements.

The impact of our approach is evidenced by the fact that over 80 percent of our clients have referred us, and a majority of the world's largest companies have been multi-year, multi-engagement clients. We partner with nearly 450 organizations around the globe, including over 50 of the US Fortune 100 and 30 of the world's largest 100 global corporations. Some examples of what we have accomplished for our clients include:



Leadership coaching



HiPo Assessment for Development



Living great leadership



Sales transformation



Strategy execution



Culture shift



Strategy alignment



Transformation and unity



Roadmap for growth



Turning strategy into results



Emerging market leadership



Business acumen



**DATA SOLUTIONS**  
INTERNATIONAL



**SOLUTIONS**  
Aligned to Your Business

YOUR ENTERPRISE  
**SOFTWARE SOLUTION**



## WHY DATA SOLUTIONS?

We help companies achieve business results by measuring and evaluating talent, improving decision making, and unleashing potential. At Data Solutions we leverage technology and broad experiential knowledge to deliver easy-to-use, high quality, employee measurement solutions aligned with your talent initiatives and goals.

- ✓ 360° Multi-Rater Feedback
- ✓ Employee Lifecycle Surveys
- ✓ Testing & Assessments
- ✓ Assessment Systems Integrator







# Where's the science?

**Hogan knows.**

► [hoganassessments.com](http://hoganassessments.com)

**Believe it or not, many personality assessments don't measure what they claim.** Whether your goal

is to reduce turnover, enhance employee engagement, or something else, choosing the right assessment is critical to your success. At Hogan, our assessments are built on science. They're valid, they're reliable, and we've got evidence to back them up. So go ahead — be skeptical. Ask us, "where's the science?" and we'll show you.

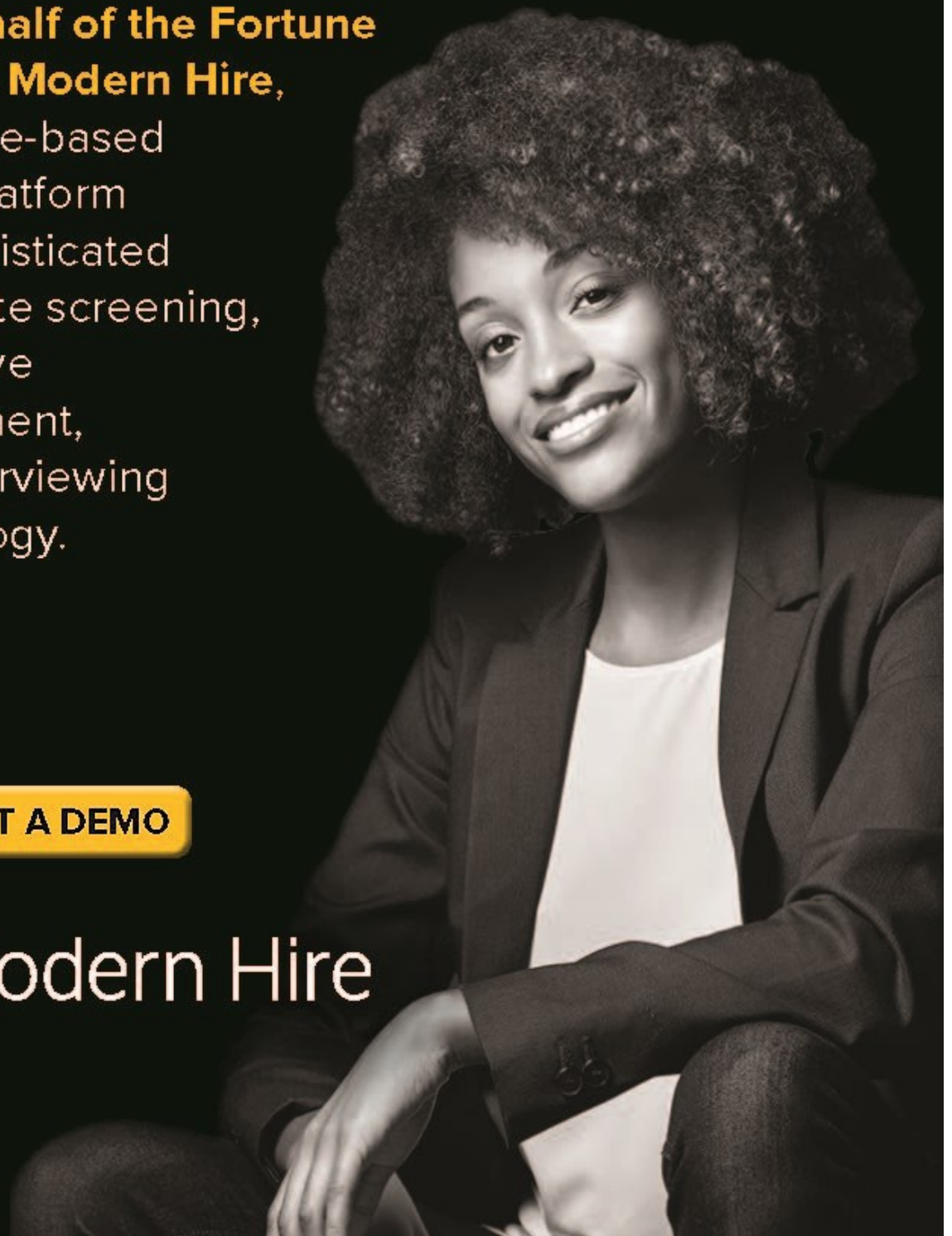
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The agility you need,  
the expertise you want,  
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180/360 Assessments

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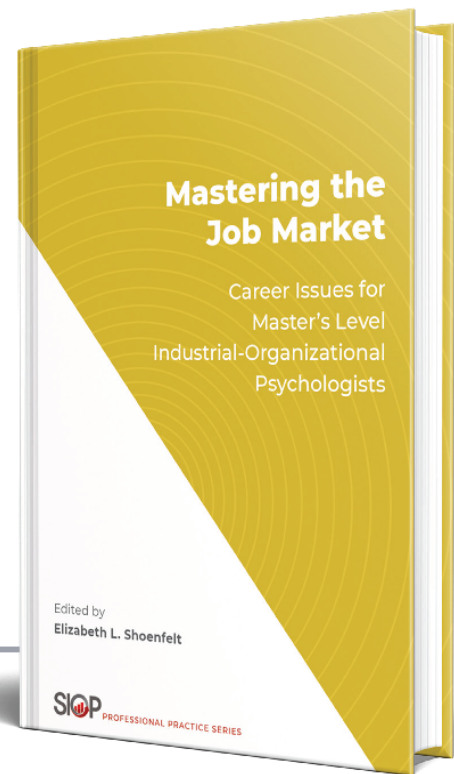
Action Support & Features

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- Features contributing authors who are faculty in the nation's top-ranked I-O master's programs
- Affords the reader the best information available to guide the job search, application process, and maintaining professionalism throughout the career of I-O master's graduates

**Elizabeth L. Shoenfelt** is University Distinguished Professor in the Department of Psychological Sciences at Western Kentucky University and has directed the WKU Industrial-Organizational (I-O) Psychology Graduate Program for more than 25 years. She is a licensed I-O Psychologist, a Certified Mental Performance Consultant®, a Fellow of the Society for Industrial and Organizational Psychology and the Association for Applied Sport Psychology, and a member of the United States Olympic & Paralympic Committee Sport Psychology and Mental Skills Registry.

978-0-19-007117-2 | 168 pgs | Hardcover | December 2020

Price: \$70.00 **\$49.00\*** USD | £45.99 **£32.19\*** GBP

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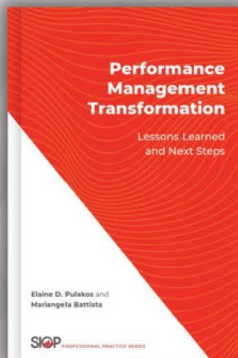
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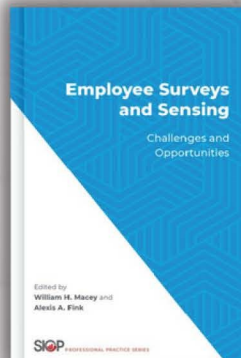
# SIOP PROFESSIONAL PRACTICE SERIES

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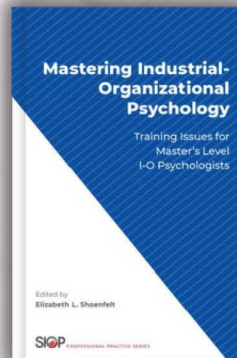
The *SIOP Professional Practice Book Series* can help solve today's most pressing talent management issues in organizations using evidence-based practice from the field of industrial and organizational psychology. Committed to advancing science and practice, the series brings a new generation of books to I/O psychologists as well as HR practitioners, organizational scientists, managers, and executives.



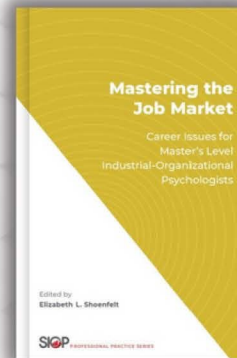
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*Elaine D. Pulakos, Mariangela Battista*  
ISBN: 9780190942878



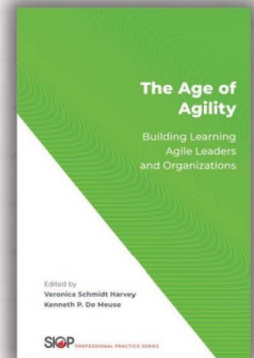
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*William H. Macey, Alexis A. Fink*  
ISBN: 9780190939717



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*Elizabeth L. Shoenfelt*  
ISBN: 9780190071141



**Mastering the Job Market: Career Issues for Master's Level Industrial-Organizational Psychologists**  
*Elizabeth L. Shoenfelt*  
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Talent Management  
organization,  
focusing on insightful  
assessment and  
inspirational  
development.**

---





## PSI by the Numbers

- ✓ Delivering assessment and development solutions for over **70** years
- ✓ Over **17 million** assessments delivered annually
- ✓ Programs in **160** countries
- ✓ Assessments in **50+** languages
- ✓ More than **100** psychologists and psychometricians employed

[psionline.com/talent](https://psionline.com/talent)



**quintela**

[Home](#) [Competency Platform](#) [Digital Interview Guides](#) [Assessment Technology](#) [Schedule a Demo](#)

## Assessment Technology



Assessments have become a valuable talent management tool throughout the entire employee experience. Unfortunately, this also creates a significant challenge for talent management professionals who have to jump from one assessment platform to another. What if you could manage all of your assessments from one platform?

[Schedule demo](#)

*Quintela is unique because they are selection science experts who build simple, easy-to-use HR technology. Using the Interview Guide Platform is highly intuitive—which is a must for HR professionals and hiring managers with decreased bandwidth and increased responsibilities. One of the best parts of the platform is it helps equip interviewers with practical tips on how to structure the interview, how to ask probing questions, what to look for and how to evaluate. It reduces much of the leg work typically required by recruiters to prepare interviewers, while providing candidates a more consistent and polished interview experience.”*

—Ashley Miller, Director of Digital Products & Services at SHRM

## Competency Management System



With the help of Quintela's proprietary online system, your company can leverage our extensive library to define the exact skill sets that are needed to succeed in a variety of jobs, and then incorporate those competencies into your hiring, development and performance management programs.

[Schedule a demo](#)

## Digital Interview Guides



By building digital interview guide systems, hiring managers and recruiters can seamlessly integrate the interview notes and ratings into the hiring process.

[Schedule a demo](#)

## Ready To Get Started?

[SIGN UP TODAY](#)

# Quintela.io





## BUILD TESTS ► YOUR WAY

LAUNCHPAD is a technologically advanced test and assessment authoring platform that is the most flexible, applicant-friendly, and compliant way to build and deploy tests globally - at scale.

## WHO IS LAUNCHPAD FOR?

- Anyone who is frustrated by the lack of flexible, accessible, and affordable test authoring systems
- Those who need to integrate tests from multiple sources into one user experience and report
- Anyone who thinks big and needs help building out new assessment ideas

---

*LAUNCHPAD offers you ultimate flexibility via a full toolbox of item types and test functionalities, including:*

- Video and audio capture
- Video and audio stimulus
- Slider bars
- Likert scales
- Open ended text
- Video interviews
- Branching SJTs
- Assessment center capabilities
- Custom reports
- Custom branding
- Integrates easily with all ATS providers

*Tell us how we can help you build better tests*

**(844) 226-5435**

[info@launchpad-testing.com](mailto:info@launchpad-testing.com)

**LAUNCHPAD**

BY ROCKET-HIRE

[LaunchPad-Testing.com](https://LaunchPad-Testing.com)

# CUSTOM STRATEGIES

## FOR YOUR TALENT ASSESSMENT NEEDS



***Don't miss an opportunity to make your talent assessment program great!***

Why settle for generic cookie cutter solutions that leave money on the table? Whether it's an existing 3rd party solution, or a custom tool we create for you – our personalized approach puts your organization's needs first.

Organizations world-wide trust Rocket-Hire to develop, implement, and evaluate best-in-class talent assessment strategies.

We partner with our clients to provide the following services:

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- CUSTOM ASSESSMENT DEVELOPMENT
- TEST VALIDATION
- ASSESSMENT PROGRAM AUDITS
- TALENT ASSESSMENT MARKET ANALYSIS
- INNOVATION IN ASSESSMENT

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THOUGHT LEADERSHIP IN TALENT ASSESSMENT

Founded in 2001, Rocket-Hire is a consultancy that links sound science and best practices in pre-employment testing and assessment with technology and innovation. We are experts in the development, usage, validation and evaluation of Pre-Hire Talent Assessments.