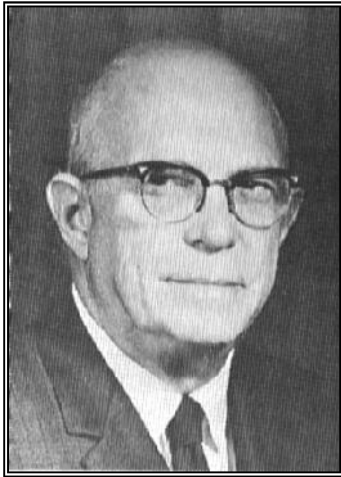


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AVA History and Validity



In the 1940's, Walter V. Clarke was an accomplished organizational psychologist working in Human Resources with a major retailer in New York City. As the story goes, Clarke observed new hires with similar education and work history performing their jobs inconsistently. Some were successful and happy while others were failing and clearly not fulfilled in their position. The difference, for Clarke, was clearly behavioral.

Clarke was inspired to create a psychometric model that would accurately measure workplace behavioral styles *and* the behavioral demands of positions. Built on Clarke's exhaustive research along with the theories and studies of prominent psychologists (Prescott Lecky and William Marston among others)

AVA was launched in 1948. Clarke knew that if employees could "be themselves" they would be more successful and fulfilled on the job. Clarke proved that putting employees in a job that was compatible with their natural behavioral style would benefit the individual and the employer.

Clarke ran Walter V. Clarke Associates late into his life and the AVA company eventually changed hands when Arthur C. Niemann (Sr.) helped renowned entrepreneur and philanthropist W. Clement Stone purchase the AVA system. Stone Enterprises helped to institutionalize AVA's use in some of the largest corporations in the US.

In 1980, Arthur C. Niemann left Pat Ryan Associates and brought the AVA system to the automotive industry as an AVA licensee. In the 1990's, Art M. Niemann developed Niemann Profiles to enhance their AVA service and created Niemann's industry-leading profiling system.

In 1988, the Donnelly family of Bizet & Company (a leading Outplacement firm) acquired AVA from Stone Enterprises and operated the firm until 2017 when it was sold to Dave Borden, an AVA analyst and HR professional for 30+ years, and his son Dave Borden, Jr. The new AVA company is now AVA Assessment Associates, Inc.

Today, AVA Assessment Associates and Niemann Profiles continue to serve businesses worldwide with the historical excellence and rigorous focus on validity Walter V. Clarke did generations earlier.

More on AVA's validity on the following page.

AVA Validity

By all accounts, Walter V. Clarke was obsessive when it came to research for the validity and reliability of his AVA assessment tool. The mechanics of the model Clarke built along with the extensive R&D conducted to ensure validity and reliability were comprehensive then... and remain rigorous today. AVA has been updated continuously to ensure AVA is not only valid and reliable but is an assessment system that is relevant and applicable within today's business environment.

Evidence of AVA's continued meticulousness is found with the release of the current Form G AVA profile tool. Research director Dennis C. Sweeney, Ph.D. provided expert oversight into Form G's exhaustive study. Analysis included more than 16,600 people from 58 organizations worldwide. This was the most extensive research ever conducted since AVA was released in 1948. Form G has significantly improved statistical properties for the behavioral traits measured.

Available in 14 languages, AVA Form G represents the most highly researched and developed assessment tool available to businesses today. A formal technical review of the development process and summary is available.

