



*"If you want to go fast, go alone.
If you want to go far, go together."*

African Proverb

All three - StrengthsFinder 2.0, MBTI, and Hogan Assessments - are personality assessments. They focus on different aspects and have varying applications.

Core Focus

StrengthsFinder 2.0:	Identifies your natural talents and strengths.
MBTI:	Understands your preferences and how you process information and interact with the world. According to the MBTI, the confirmed type never changes, as it is supposed to be innate.
Hogan Assessments:	Measures your potential and motivation, especially in a work setting. It shows today's you, which is changeable over time and development.

Scientific Backing

StrengthsFinder 2.0:	Lacks strong scientific validation.
MBTI:	Research on its validity and reliability is mixed.
Hogan Assessments:	Well-researched with high validity and reliability. Based on the 5-factor model of personality also called the Big Five.

Application

StrengthsFinder 2.0:	Ideal for personal development and understanding your strengths. Useful in career exploration.
MBTI:	Popular in self-discovery, career coaching, and team building.
Hogan Assessments:	Primarily used in professional settings for selection process & leadership development and understanding potential derailers (negative behaviors under stress).

Origin

StrengthsFinder 2.0:	Invented by Don Clifton and developed by the Gallup Organization. They specialize in workplace management and employee engagement.
MBTI:	Created by Isabel Briggs Myers and Katharine Briggs following Carl Jung, who developed the theory of psychological types on which the MBTI is based.
Hogan Assessments:	Founded by Robert Hogan and Joyce Hogan, psychologists specialized in personality assessment and leadership development. Based on the five-factor model personality which is a hierarchical organization of personality traits in terms of five basic dimensions: Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience.