



Steinbach & Partner

*"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.