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*OPQ Norms Update 2011*  
**Key Changes Fact Sheet and FAQ**

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# Key Changes Fact Sheet

## Updated & improved comparison data to be released for OPQ

SHL is soon to update the comparison group data used in the OPQ (Occupational Personality Questionnaire), allowing clients to compare results accurately by job level, language or country and providing an even better representation of sample populations.

When the OPQ32r questionnaire was released, we committed to providing updated norms as sufficient data based on the new version became available.

As a thought leader in the fields of applied psychology, human resources and psychometrics it's important we give our clients access to comparison data that remains relevant and up-to-date.

The quantity of data we have available means no company is better placed to benchmark the results of individual assessments against representative samples of the wider population.

## How are the norms changing?

The previous norms for OPQ32r were based on equating OPQ32i data with OPQ32r. The new norms are based directly on OPQ32r data (known as "2011" or "theta" norms). While the differences between the two types of norms are relatively small, making the change ensures that we provide our clients with the best possible comparison groups, reflecting the latest research.

At the same time, we have taken the opportunity to review and make some maintenance updates to the "report background norms" (also known as "secondary norms") which are used in our generated reports. Clients do not see and do not choose these background norms, as they are imbedded in each report.

## How will these changes affect clients?

The new OPQ32r 2011 norms and updated report background norms for selected reports will be rolled out on **November 13 2011**. In order to access the updates **clients will need to set up a new project** on SHL On Demand after this launch date.

### **Candidates should not be directly compared across projects created pre- and post- launch.**

This is especially important in high stakes situations. We recommend that clients complete any assessment activities that are in progress using the same project, so that all candidates are compared against the same norms. For any new assessment activity, we recommend that clients set up a new project post launch.

The updated **OPQ32r 2011 norms**: the OPQ32r 2011 norms will be added to the existing norm sets (e.g. General Population). **Client defaults** will be set to reflect the settings they currently have, but with the latest norm group which provides the best equivalent set as default.

For example:

Client Name	Current Norm Set Default	UPDATED Norm Set Default	Current Norm Default	UPDATED norm Default
<b>Example Client A</b>	General Population	General Population	OPQ32r Danish General Population Norm 2007	OPQ32r Danish General Population 2011 (DNK)
<b>Example Client B</b>	Managerial & Professional	Managerial & Professional	OPQ32r Latin American Spanish Managerial and Professional Norm - 2006 (Venezuela)	OPQ32r Latin American Spanish Managerial & Professional 2011 (ELA)

Although they will no longer be set as defaults, clients will still have access to most of their old norms within these norm sets. The only norms that will no longer be available are [those to be retired completely](#). These will be retired on 4 December 2011 (after the release of the updated OPQ32r norms).

The updated **“report background” norms**: clients will automatically receive the updated version of the “background” norm, where available (see FAQ), when they generate a report on projects created after the release date (13 November 2011).

Projects that were set up prior to launch of the new norms will only use the existing OPQ32r norms. Similarly, any reports generated from such projects, even after launch, will still apply the old “report background norms”.

The new 2011 norms and updated “report background norms” will also be updated on Online Bureau.

# Frequently Asked Questions (FAQ)

## General Questions

### Where can I find further documentation?

This FAQ and other supporting documentation can be found at:

<http://www2.shl.com/SHLOnDemand/Pages/OPQ-new-comparison-data.aspx>

Norm Group Descriptions are available at the [SHL Central Library](#).

A log-in is required, but it is easy to register through SHL Central.

## About the 2011 OPQ32r norm update

### What norm groups will be available as the latest 2011 norms?

A full [list of the 2011 OPQ32r norm groups](#) is available.

The norms fall into a number of different categories:

Update	Explanation	Definition	No. Old Norms	No. New Norms
Same Sample Type	The old norm has been replaced with a norm based on the same type of sample composition.	The new norm replaces an old norm with the same type of sample composition. For example, Danish Managerial & Professional 2011 replaces Danish Managerial & Professional 2007.	89	62
Similar Sample Type	The old norm has been replaced with a norm based on a slightly different sample composition, but is suitable for replacing an old norm.	The new norm replaces an old norm but has a slightly different sample composition. Examples include (i) US English Senior Managers and Executives 2011 (USA) replaces US English (US) Executive Norm 2005; and (ii) Latin American Spanish General Population 2011 (Pan America) replaces Latin American Spanish (Venezuela) General Population Norm 2006.	16	9
Entirely New Norm	A newly created norm, a norm of this type was not previously available.	A newly created norm. Examples include: (i) UKE Managerial & Professional 2011 (Singapore) (ii) UKE General Population 2011 (Egypt).	n/a	21
Continue to use old norm	The old norm will not be updated but will be included in the latest norm sets.	The old norm cannot be updated due to a lack of data, however it will be included in the latest norm sets, to ensure coverage for that language and/or level.	19	n/a
Retired	The old norm will be retired.	The old norm will be retired. Norms were chosen for retirement based on a number of factors, including: a newer non-2011 norm also being available, very low usage of the norm, very limited data available to update it, or a very small original norm sample size.	35	n/a

The norms identified for retirement will be retired on 4 December 2011. This means that they will no longer be available on any new projects, created after that date. A [full list of norms scheduled for retirement](#) is available.

There is a [2011 Norms Technical manual supplement available](#), which outlines the process used to create the new norm.

A norm group description, which gives details of the sample used, is available for each new 2011 norm. These norm group descriptions can be accessed on the SHL Central Library, in the Comparison Groups section:

<http://central.shl.com/en-gb/TheLibrary/Pages/Library.aspx>

A log-in is required, but it is easy to register through SHL Central.

### **Will all current norm groups be available as 2011 norms?**

Our aim is to provide 2011 norms to cover the existing OPQ32r language and norm group types.

However, due to a lack of data or demographic information this is not always possible. We will review the situation in future, and where there is sufficient data and market demand, we may look to create further OPQ32r 2011 norms.

Of the 128 existing norms groups, 105 have corresponding 2011 norms (71 new 2011 norms correspond to 105 old norms). Additionally, 21 completely new 2011 norms were created, given a total of 92 new norms. In 19 cases it was not possible to create equivalent 2011 norms due to a lack of data, the old norms will continue to be used here.

The norms identified for retirement will be retired on 4 December 2011. This means that they will no longer be available on any new projects created after that date.

### **What is the naming convention used in creating the new norm names?**

The naming convention for the norms reflects the language of the OPQ, the level and the country or countries of the population used to create the norm.

The naming convention **for the norm name** visible in SH On Demand and displayed on reports is:

[OPQ32r Instrument Language] [Level] [Year] [(Country Code for the Location of the Norm Population)]

The country code is based on internationally recognised ISO3 country codes, or where more than one country is included in the norm group an SHL assigned code. A full look up table of the country codes used can be found [here](#).

Full Norm Name	Explanation
OPQ32r German Graduate 2011 (DEU)	<p>OPQ32r German=OPQ32r German language instrument</p> <p>Graduate=level of norm, based on demographics</p> <p>2011=Year of norm release</p> <p>(DEU)=ISO3 code for Germany, the norm is based on data from a population based in Germany</p>

OPQ32r German Graduate 2011 (GSA)	<p>OPQ32r German=OPQ32r German language instrument</p> <p>Graduate=level of norm, based on demographics</p> <p>2011=Year of norm release</p> <p>(GSA)= SHL assigned code, based on data from a population based in Germany, Switzerland and Austria</p>
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**How different are the 2011 OPQ32r 2011 norms and the previous norms used for QPQ32r?**

The norms were created so that they matched the demographics of the old norms where possible, for example, managerial & professional norm groups are based on data that includes a similarly high percentage of managers as the old data (where this data was available).

Some small differences may be observed, which can be down to sample differences, for example differences in industry sector, and the fact that the previous norms were equated.

Overall differences observed were relatively small, however, and some example comparisons are available in the 2011 Norms Technical Manual Supplement.

**Can candidates from a pre-rollout project be directly compared with a post-rollout project?**

Candidates should not be directly compared across projects created pre- and post- launch. This is especially important in high stakes situations.

We recommend that clients complete any assessment activities that are in progress using the same project, so that all candidates are compared against the same norms.

For any new assessment activity, we recommend that clients set up a new project post launch.

**Will a new OPQ32r based international norm also be available?**

Yes, however this will be released next year (date to be confirmed).

**I have set up a project post launch, and would like to apply one of the older norms. How can I do this?**

Provided that the older norm you would like to use is not on the “retired” list, you can do this at the Project Set Up stage. Once you have selected Instruments and Reports (if needed), on the Project Details page, next to the Norm Set drop down, there is a “Norm Group” link. Click on this link, and select the appropriate norm from the dropdowns.

If you have already launched the project without changing the norm group defaults, you can also select the norm group at the Optional Reports stage, for selected candidates.

Please note that, if you are using a report which is affected by the report background norm update, you should not compare candidates from a project set up before launch with candidates set up post launch, even if you use the same OPQ32r instrument norm across both projects.

## About the report norms maintenance update

### What are “report background” norms and why are they being updated?

Report background norms are part of the design of the report. There is one background norm for each report which combines together OPQ dimensions. As these background norms are part of the technical build of the report, they are not displayed on SHL On Demand and clients do not see or select background norms.

At the same time as providing new OPQ32r 2011 norms, we have taken the opportunity to review and make some maintenance updates to the background norms which are used in our generated reports.

### Which reports have had background norms updated?

Following our analysis, the reports below have been identified for inclusion in the maintenance update:

Report	Is the “report background” norm being updated?
Big 5 Great 8 Profile	Yes
Emotion and Social Competence Report	Yes
Emotional Intelligence Report	Yes
Maximise your Learning Report	Yes
Sales Report	Yes
Team Impact (selection, development, group)	Yes
Team Types / Leadership Styles Profile	Yes
Team Types / Leadership Styles Report	Yes
Candidate Plus Report	Yes: Working with Others section only
Manager's Plus Report	Yes: Working with in a Team section only
Premium Plus Report	Yes: Working in a Team/Working with Others/Team Impact sections
Premium Report	Yes: Team Types/Leadership Styles/Reporting Styles section

Our analysis showed that the following reports did not require a maintenance update:

Report	Is the “report background” norm being updated?
Candidate Report	No
Manager's Report	No
Profile Report	No
User Report	No
Development Action Planner	No
Management Competency Profile	No
Leadership Report	No
Career Guidance Report	No
Development Action Planner (UCF)	No
Universal Competency Report	No

### What is the impact of these changes?

This maintenance update is being provided to further improve the alignment between the 2011 norms used for the OPQ32r and the background norms used in the reports, where needed. The degree of impact of these changes is generally minor and the rank ordering of candidates remains the same.

### How will the changes to the report background norms be rolled out?

These will be rolled out at the same time as the 2011 norms, on November 13 2011. These will only take effect if a client sets up a new project.

### Can candidates from a pre-rollout project be directly compared with a post-rollout project?

Candidates should not be directly compared across projects created pre and post launch. This is especially important in high stakes situations.

We recommend that clients complete any assessment activities that are in progress using the same project, so that all candidates are compared against the same norms.

For any new assessment activity, we recommend that clients set up a new project post launch.

## About the rollout

### When will the changes be rolled out?

The new 2011 norms and the updated report background norms will be rolled out to clients in the SHL On Demand maintenance weekend (November 13, 2011).

The changes will only apply to projects created after the launch date (November 13 2011). Projects created before the launch date will continue to have the old norms.

### Will the “default settings” on my SHL On Demand system (i.e. instruments, norms, and reports] change?

Client defaults will be set to reflect the settings they currently have, but with the latest norm group, which provides the best equivalent set as default.

For example:

Client Name	Current Norm Set Default	UPDATED Norm Set Default	Current Norm Default	UPDATED norm Default
Example Client A	General Population v2	General Population v3	OPQ32r Danish General Population Norm - 2007	OPQ32r Danish General Population 2011 (DNK)
Example Client B	Managerial & Professional v2	Managerial & Professional v3	OPQ32r Latin American Spanish General Population Norm - 2006 (Venezuela)	OPQ32r Latin American Spanish General Population 2011 (ELA)

*NB: ELA=SHL “country” code, this is a Pan American norm, based on data from a number of countries in the Americas.*

**I want to continue using the older norms. Will I still have access to these on new projects?**

Provided that the older norm you would like to use is not on the “retired” list, you can do this at the Project Set Up stage. Once you have selected Instruments and Reports (if needed), on the Project Details page, next to the Norm Set drop down, there is a “Norm Group” link. Click on this link, and select the appropriate norm from the dropdowns.

If you have already launched the project without changing the norm group defaults, you can also select the norm group at the Optional Reports stage, for selected candidates.

**How will clients using Online Bureau be affected?**

The new norm groups will be added to the list of norms available on OLB and clients will be able to select these (please note, clients do not have any norms set as default in the OLB drop-down selection lists).

Most norms on the retirement list are not currently available for selection by clients on OLB. There are a small number of norms on the retirement list currently visible on OLB. These will be removed from view on 13 November, so clients will no longer be able to request these through OLB. However, until the norm retirement date (4 December) clients will be able to request these offline if there is a specific need for these.

Clients ordering via offline Bureau processes will receive the latest available norm group, unless otherwise specified, as per current processes.