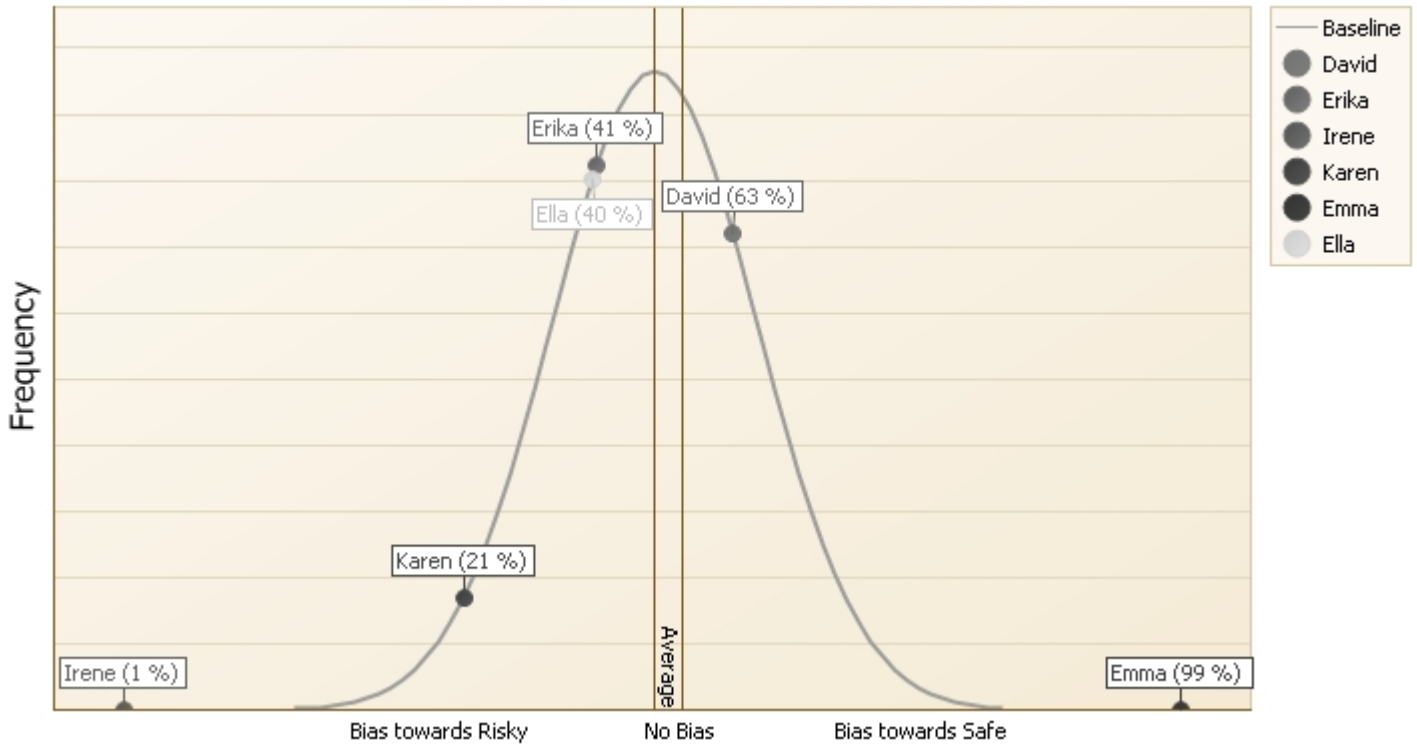


Risk User Report

Objectives

This test measures a user's implicit, or "subconscious", associations to different concepts related to risk. Specifically it measures the extent to which a person associates themselves or others with concepts regarding risk, error, and caution. It is intended to supplement the results from the Risk Questionnaire (ie ZUCKERMAN).

Results



How to Read Results

The score shows whether the user tends to subconsciously associate themselves or others with risk. For example, a person who associates themselves with errors and miscalculations will tend to show a "self" bias. A person who associates themselves with caution and risk aversion will show an "others" bias. Extreme scores therefore indicate a high or low risk appetite. These scores should be considered in the context of the Risk Questionnaire. An indication of high (or low) risk appetite, is best supported when the two measures agree. If they do not, then it may be worth investigating further the issues around risk appetite. Is there a personal benefit for the user in presenting themselves in a particular way, as either risk-averse or risk-seeking? The managerial question is assessing what level of risk appetite is appropriate for a particular position. A high risk appetite is very valuable in some working contexts (e.g. trading), and possibly counterproductive in others (e.g. quality control).