

# Cognify

## Cognitive Aptitude Assessment

An immersive, game-based assessment of cognitive aptitude.

### Measures:

- ✓ Critical thinking
- ✓ Problem-solving skills
- ✓ Verbal knowledge
- ✓ Ability to learn new information

**Estimated Time:** 10 to 20 minutes (depending on version) + tutorials



Cognify is an award-winning game-based assessment that measures cognitive aptitude, one of the best predictors of job success. By combining innovative game design with proven cognitive assessment methods, Cognify emphasises a world-class candidate experience that delivers rich insights about each applicant. The assessment features six or three highly engaging and interactive games that measure a candidate's ability to solve problems, work with numbers, and correctly interpret and edit written text. Candidates can take Cognify on any device, and the assessment takes 15 to 30 minutes (depending on version) plus tutorials to complete.

### Vince Sample

Position: Sample Test Portfolio  
 Test Date: June 5, 2023  
 Test Event ID: ABC-D1Fg-2H3j-klmN | Test Ver: 1.0



**APTITUDE TEST**  
**Cognify**

Cognify is a game-based assessment of cognitive aptitude that predicts employee performance at work. Candidates who score well on Cognify are likely to problem solve effectively, work well with numbers, process information quickly and accurately, and demonstrate strong reading and writing skills.

#### Results Summary

**67th Percentile**

Average

#### Results Details



**Selected Score Range**



**Project Manager**  
 Suggested Range: 28-100

**In Range**

Vince's overall Cognify score was higher than 67 percent of the general population, which indicates that they are likely to:

- Learn new tasks as quickly and accurately as most people
- Apply numerical and mathematical knowledge as well as most people
- Have sound problem solving abilities
- Extract meaning and identify errors in written text with high accuracy
- Be as easily trained and upskilled as most people

#### Score Details



**Problem Solving Percentile 66**

*Short Cuts, Grid Lock, and Resemble* measure Problem Solving abilities such as reasoning, evaluating and learning



**Numerical Reasoning Percentile 43**

*Numbubbles and Tally Up* measure Numerical Reasoning abilities such as solving mathematical problems under



**Verbal Knowledge Percentile 92**

*Proof It* measures Verbal abilities such as identifying misspelled words and punctuation errors. These abilities are

## Score Report Data That Helps You Hire

Each report provides powerful information in an intuitive and easily understandable format.

What you'll find:

- 1 PERCENTILE:** An overall performance metric indicating the candidate's performance relative to others
- 2 SUB-SCORES:** The candidate's percentile for each of the three categories: Problem Solving, Numerical Reasoning, and Verbal Knowledge

Results are instant – view your candidates' score reports as soon as they finish the assessment.

## Award-Winning Game Design

An independent judging panel of organisational psychologists awarded Cognify a Workplace Excellence Award in 2018. And in 2016, Cognify won the Serious Games Showcase and Challenge.



### Aptitude as a Predictor of Performance

Research shows that cognitive aptitude is one of the most accurate predictors of job success: 1.6x as predictive as job interviews and 4x as predictive as experience.

### Scientifically Validated

Cognify has been extensively validated, demonstrating that the test is highly predictive of job performance for a wide variety of jobs. Cognify has also been independently validated by two major studies, one conducted by a multinational tech company, and another by globally recognised psychologist Dr. Richard Landers.

### Engaging the Candidate

Cognify combines rigorous validation and assessment science with an emphasis on an engaging, brand-positive candidate experience. Game-based assessments, unlike traditional assessments, take more into account than just the correct answer, providing richer insight into a candidate's strengths and abilities. The fun and immersive games engage candidates and cultivate a positive image for your employer brand.

Applicable to all roles and industries, including:

- ✓ Graduate and intern
- ✓ Digital and technical
- ✓ Clerical and admin
- ✓ Customer service and call centre
- ✓ Production and logistics

# Cognify

Cognify has been independently validated as a reliable – and desirable – recruitment assessment. Several independent studies, and two major industry awards have confirmed Criteria’s own stringent research and development process.



## 2018 WORKPLACE EXCELLENCE AWARDS



Cognify was awarded the Emerging Directions in Organisational Psychology, Workplace Excellence Award in October 2018. Evaluated by an independent judging panel of Senior Organisational Psychologists.

Cognify was evaluated on the basis of:

- Innovation in design and application
- Utilisation of psychological knowledge
- Organisational impact
- Sustainability
- Demonstration of thought leadership
- Using psychology to create new, different and novel organisational interventions

## JUDGES COMMENTS

*Criteria have applied a very robust approach to the design of their assessments, drawing on the combined expertise of psychologists and software engineers and programmers.*

*Excellent research and utilisation of knowledge in application.*

*It is one thing to conceive an idea such as this, but it is another to bring together a team of experts that can construct an assessment whilst maintaining integrity through strong reliability and validity.*



## 2016 SERIOUS GAMES SHOWCASE AND CHALLENGE

As Australasian winner of the 2016 Serious Games Showcase and Challenge, Cognify was one of only 20 products worldwide invited to compete in the International Serious Games Showcase & Challenge in Orlando, Florida.

## JUDGES COMMENTS

*Easy to follow and very engaging, in spite of them being cognitive tests. Great job!*

*Beneath the hood, it's a sophisticated psychometric evaluation tool with a rich suite of underlying assessment tools. This is an ideal domain for psychometric evaluations and it's surprising there aren't more of them.*

*Fantastic implementation of psychological assessment measures within a game format – makes testing approachable to the user and removes the potential intimidation factor of performance evaluation. Highly enjoyable – legitimately fun and challenging.*



# Independently Validated

## MULTINATIONAL TECH COMPANY: INDEPENDENT STUDY

As part of their evaluation of Cognify as a suitable tool for their recruitment needs, a large multinational tech company conducted an independent validation study in 2017. Comparing Cognify with their own cognitive ability assessment, the organisation examined whether Cognify could accurately predict performance for current new hires in the United States. Their most significant findings were that:



Cognify significantly predicted new hire success in the focus areas of technical expertise, problem solving, learning and agility for a group of US employees



Gender had no impact on performance, with results consistent among males and females



Cognify attracted favourable feedback from participants:

- Positively impacting their perception of the company
- Positively influencing their decision to accept a job offer
- Motivating them to recommend applying for a job with the company to others



Cognify provides a very effective measure of cognitive ability, consistent with the organisation's existing cognitive ability assessment.



*It was great to see Cognify's ability to predict success in key areas for our new hires. Combined with very favourable reactions to the game experience and shorter testing times than traditional cognitive assessments, it is a positive step forward for industry in the assessment of cognitive ability.*

## GLOBALLY RECOGNISED ACADEMIC STUDY

Globally recognised academic, Dr Richard Landers and his team at Old Dominion University in Virginia, conducted an independent study of Cognify in 2017, comparing Cognify data against a number of separate ability tests, as well as Cognify's ability to assess General Mental/Cognitive Ability (GMA, GCA or g). The findings were presented at the 2018 Society of Industrial and Organisational Psychologists global convention in Chicago.

Some of the study's more significant findings were that:



Test takers preferred Cognify over traditional ability assessments, both in general and as part of a job application



Cognify was perceived by study participants to be a fairer assessment than a GCA test



Cognify assessed g as well as, or better than many standalone cognitive ability tests.



*The justice finding, in particular, is amazing – our sample thought it would be fairer to be assessed with Cognify than with a cognitive ability test battery if a job were on the line. This is directly contradictory to the worry about games making job applications “less serious” and applicants being angry about not being taken seriously; it seems the opposite is true, at least among those fairly recently entering and just about to enter the workforce in the US.*

**-Dr. Richard Landers**