



## Business Interest Profile (BIP)

When making a big decision like starting your own business, you need a clear sense of what makes you tick. The Business Interest Profile, or BIP, is an entrepreneurial interest assessment administered through the Talent Performance Management Solution (TPMS). The BIP was developed based on comprehensive scientific research, to help aspiring entrepreneurs identify fields in which their particular patterns of interests give them the best chance for success.

### Overview

Studies have shown that people engaged in activities that genuinely interest them will be happier and more satisfied. Entrepreneurs are more likely to succeed when their businesses focus on areas that they are passionate about.

With this in mind, the Business Interest Profile (BIP) was developed to assess an individual's level of interest in seven different fields of work: Practical, Analytic, Creative, Service, Influential, Clerical and Religious. Aspiring entrepreneurs who seek guidance on what sort of business to go into can use the BIP to help them identify the areas in which they are truly interested.

The BIP does not assess knowledge, skills and abilities. Rather, it should be used together with tools that measure such attributes, to generate a comprehensive appraisal of the test taker's entrepreneurial inclinations and aptitudes.

The BIP runs on the Talent Performance Management Solution (TPMS), which is a reliable and secure platform for talent performance management decision-making, suitable for organisations of all sizes. TPMS provides automated individual and group test reports. Multiple dashboards are available for easy monitoring of progress, anywhere and anytime.

### Features

The Business Interest Profile (BIP) has the following features:

- **Administered Online**  
The BIP is available online through the Talent Performance Management Solution (TPMS).
- **Recommends Fields and Industries Related to Individual's Interests**  
The BIP offers suggestions of major fields of study and industries that match the interest profiles of aspiring entrepreneurs.
- **Easy to Understand**  
The BIP consists of a list of activities that are easily understood by students and working adults aged 16 and above; test takers need only rate their level of interest in these activities.
- **Available in English and Bahasa Malaysia**  
The BIP is available in English and Bahasa Malaysia versions. Versions in other languages can be commissioned upon request.
- **Meets Internationally-accepted Assessment Standards**  
The BIP was designed in accordance with recognised principles of good practice in psychometric testing, and in the measurement of interests in particular.

### Technology Summary

#### BIP

An entrepreneurial interest solution built based on extensive research to measure personal interests in order to recommend fields in which to start a business. The BIP is available online through the Talent Performance Management Solution (TPMS).

**Industries:** Education, Enterprise

#### Features

- Administered online
- Recommends fields and industries related to individual's interests
- Available in English and Bahasa Malaysia
- Meets internationally-accepted assessment standards
- Valid and reliable
- Provides insights into individual interests

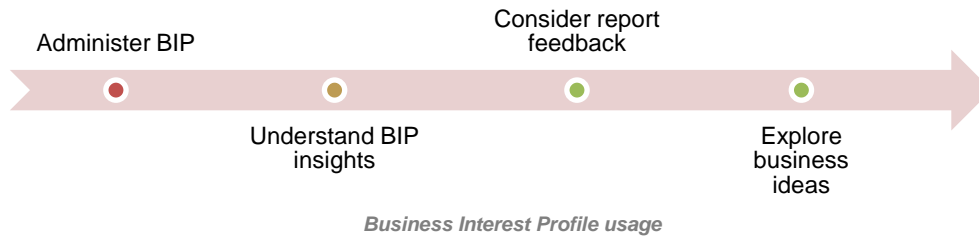
#### Uses

- Understand individuals
- Put individuals' talents to the best possible use
- Aid career guidance and planning

#### Technology Benefits

- Continuous performance solutions
- Locally designed and validated
- Comprehensive interest assessment

- **Valid and Reliable**  
The BIP was developed based on extensive research. There is ample evidence in support of its validity and reliability when used with the Malaysian population.
- **Provides Insights into Individual Interests**  
The BIP test reports, called *Insights*, are made available through the TPMS automated test reporting plugins. Two types of *Insights* are provided to test authorities. Individual *Insights* describe candidates' individual interest profiles, while group *Insights* summarise the interest scores of groups of candidates, at the team, departmental, or even organisational level. TPMS also allows easy monitoring of individual progress.



## Uses

The BIP can be used to:

- Understand Individuals**  
 The BIP comes with insights summarising and interpreting the test taker's scores for each of the seven interest clusters.
- Put Individuals' Talents to the Best Possible Use**  
 Use of the recommendations from BIP test insights to match interests and talents can lead to higher motivation and better performance.
- Aid Career Guidance and Planning**  
 Individuals can focus their exploration on courses and career options most likely to suit their entrepreneurial passions.

## Technology Benefits

The BIP offers the following benefits:

- Continuous Performance Solutions**  
 The BIP runs on the Talent Performance Management Solution (TPMS). TPMS is a continuous performance solution through which it is possible, whenever desired, to administer the BIP, produce automated test reports, or monitor business career progression.
- Locally Designed and Validated**  
 The BIP was designed and validated among Malaysians to create a product specifically for use in Malaysia's multicultural context.
- Comprehensive Interest Assessment**  
 The BIP was developed to assess an individual's characteristics as thoroughly as possible in order to provide a comprehensive appraisal.

## Contact Information

For more information on this product, please contact:

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Sample Business Interest Profile Insight

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