



NEWS RELEASE

30 April 2008

PeopleMaps to Celebrate Launch of New Online Psychometric Profiling Service With £200,000 Giveaway

New Psychometric Profiling Service Designed By And For Small Business Users Launched

www.PeopleMaps.com will celebrate the official launch of its ground-breaking new online psychometric profiling system for employers and recruiters tomorrow, 1st May 2008, with a £200,000 gift to the 1,000 companies across 49 countries which helped in its development.

Psychometric profiling is used in staff recruitment and development by over 65% of companies in the UK, but traditional methods involve lengthy paper based testing and analysis processes which are typically outsourced to large consultancy organisations.

Glasgow based PeopleMaps's technical innovation and report delivery via the web means that a range of psychometric profile reports covering a wide variety of jobs, industries and even someone's potential to start their own business, can be created and delivered securely within minutes via the company's web site at www.PeopleMaps.com.

Martin Gibbons, CEO of PeopleMaps said; "The costs involved in offline testing excludes many smaller companies from being able to use psychometric testing, the same companies with potentially the most to gain.

"The typical cost of hiring a new employee is estimated at around £15,000 so absorbing the costs involved if it doesn't work out can be horrendous for a small organisation. Plus, people's ability to handle the 'soft skills' side of business such as communication, team management and being able to motivate others is now recognised as key to making businesses more profitable and better places to work."

A lack of the right soft skills can often result in high staff turnover, creative opportunities lost or not capitalised on and the inability of top management without relevant soft skills to make decisions.

PeopleMaps used the feedback from the 1,000 companies that registered on the company's 'beta' test site in the design and development of the new service and PeopleMaps has given these firms £200 to spend on the system to say thank you.

The new profiling service took two years to develop and complements the company's existing profiling system for jobseekers which has already attracted over 1.5 million registered users worldwide.

Martin Gibbons said; "The generosity and support of our customers from all around the world has constantly motivated us and although we're still very much a start up company, this is one small way with which to say that we really appreciate all their help in building the new service.

"What traditionally could cost thousands of pounds can now be delivered faster and easier for as little as £10 online. That's what people wanted and that's what PeopleMaps is delivering.

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[Notes to editors](#)

About PeopleMaps Ltd

PeopleMaps provides psychological profiling (sometimes called personality or psychometric testing) products to businesses and consumers across the globe. We are experts in psychology, technology and marketing and make affordable profiling available to everyone with access to the Internet.

The www.PeopleMaps.com profiler is an online alternative to the universally accepted Myers Briggs Type Indicator [MBTI](#) test, both of which are underpinned by the psychology of Carl Jung. However, unlike MBTI, PeopleMaps reports are written in plain English so users do not need a consultant or training to read and understand the report.

- PeopleMaps psychometric testing is designed specifically and originally for the web.
- All PeopleMaps products are only available online.
- PeopleMaps consumer reports already sell in over 90 countries worldwide.
- The PeopleMaps questionnaire is available in different languages.
- Around 20,000 new visitors register with PeopleMaps every month.
- Every visitor to register is given a free no-obligation report.
- PeopleMaps will provide every corporate customer with £75 worth of reports for free in order that they can evaluate the system for themselves without obligation.

The technical bit

The psychological profiler underpinning PeopleMaps is a Jungian profile designed to measure an individual's psychological make-up. Jung's bi-polar scales measure the attitudes of introversion and extraversion, together with the rational preferences of thinking and feeling and the irrational preferences of sensing and intuition. These are combined to arrive at the psychological profile or 'type'. Having determined the individual's Jungian profile, PeopleMaps then produces a range of reports pertaining to specific topics e.g. job-title specific recruitment such as "PAs, Admin & Secretaries".

Each PeopleMaps report allows the reader to understand the subject better and predict future behaviours. We make the psychological interpretations and produce the reports in plain English so anyone can use them with no need for any special training.