



## Improvements to The McQuaig Word Survey® Report

By Michael Gravelle

We are delighted to announce that we have recently made the following improvements to The Word Survey reports.

### Strategies For Coaching And Developing Report

Customers have told us that line managers find this report, often referred to as the "Do's and Don'ts" report, valuable when coaching and communicating with employees, especially during employee orientation and performance management.

We have updated the wording so that it articulates expected on-the-job behaviours more clearly. This will provide managers with more concrete suggestions about how to coach their employees through challenging situations.

You will find the most significant changes in the Don'ts of low Dominant profiles where the language now more clearly reflects on-the-job challenges, especially in management or leadership roles. Here are two great examples:

*...don't delegate control of a difficult group to him - his team-oriented approach may be less effective with strong personalities*

*...don't expect her to provide you with a guesstimate - she needs to know all the specifics before committing to something*

We hope the greater clarity and specifics will enhance the use of the coaching and development tool for your managers. In fact, if you are already using McQuaig On-Line®, you can [Rerun](#) already completed reports to see the new results yourself, free of charge! (If you would like instruction on how to do this, please give us a call.)

### Transition Profiles

Transition profiles are defined by the close proximity of an individual's Dominant and Compliant scores. People typically do not display equal amounts of these traits over time.

It has always been a goal of The Institute to keep our report wording non-academic and straightforward enough so that the typical line manager will find value in the reports, and transition profiles have been somewhat challenging in this regard. Moreover, we have taken to heart some of the feedback clients have given us, such as:

- The term transition implies that a person may be going through a change in their personal life at this point in time and may encourage interviewers to delve into areas that are not job-related, thus making the interview more subjective.
- The transition "warnings" or "cautions" show up on every report in the Word Survey and the cumulative impact can distract from the rest of the report.
- There is an increasing push to get information out "to the field" where line managers or other untrained interpreters are left to interpret what the term transition means.

To address these concerns the reports have been modified. While we still state that the person is exhibiting some contradictory and inconsistent behaviours and emphasize that his/her behaviour is likely to change over time, we no longer use the term transition. The number of "warnings" and "cautions" has been reduced.

Finally, if the Dominance and Compliance scores are near the median (42) line, we have [re-focused](#) and put the emphasis on their balance and flexibility.

We hope that you find that these changes increase the effectiveness of The McQuaig System™, and look forward to your feedback and thoughts!

Sincerely,

Michael Gravelle, CHRP  
Managing Director  
**The McQuaig Institute®**