Whitepaper me.scan

Introduction

This whitepaper covers:

- The background and operation of the me.scan
- The purpose of the me.scan
- The validity and reliability of the me.scan

1. Background and how the me.scan works

1.1 Background

The me.scan® was developed from the vision that talent is not (only) visible in behavior.

Talent is defined here as natural potential. While behavior can indicate someone's talent, this is often not the case. Behavior can be learned, often shaped by an environment that rewards or expects certain behaviors. As a result, natural talents can become buried and invisible in the behavior someone displays.

Many existing talent or personality scans rely on self-assessment questions. These methods are based on the conscious self-image of the user. Since people tend to value traits they've worked hard to develop, the results can be biased (e.g., cognitive dissonance). Talents that are not yet developed or not consciously recognized may remain hidden, while learned behaviors may be seen as strengths—even if they cause stress or energy drain.

The me.scan overcomes this limitation through an innovative approach. It combines a **projective test** (based on image associations) with a **self-report (**based on competency choices). The projective component taps into the unconscious and is not easily influenced by social desirability or self-image. The self-report provides insight into the conscious self-image.

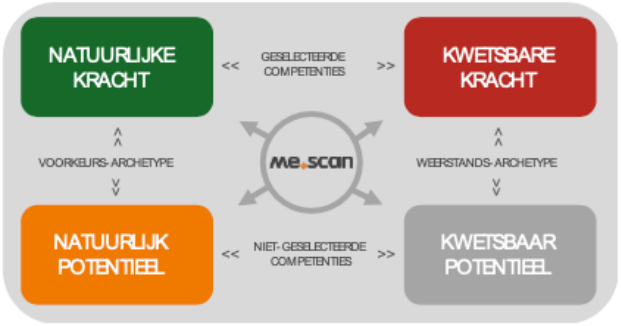
1.2 How it works

The me.scan consists of two components:

1. **Projective Image Selection (Indirect Inquiry)**
   Behavior is largely influenced by unconscious response patterns, triggered by associations and emotions. These can't be measured directly, but they can be assessed through indirect stimuli like images and symbols.

   The me.scan uses eight images, each linked to a behavioral domain. Users select images that they feel drawn to—or resistant to—offering insight into their unconscious behavioral preferences and aversions, and thus into their natural talents and obstacles. This method is simple, intuitive, and resistant to socially desirable responses.

2. **Competency Selection (Direct Inquiry)**
   In the second part, users choose 10 out of 24 competencies that they feel best reflect their strengths. This is a conscious, cognitive process—a direct reflection of the self-image. It shows which behaviors someone recognizes in themselves but doesn't determine whether these behaviors align with their natural disposition.



3. **Integration of Both Parts**
   By combining the projective and direct components, a richer profile emerges. Four types of competencies are identified:
   - **Natural Strength:** Recognized behavior aligned with natural preferences.
   - **Vulnerable Strength:** Recognized behavior not aligned with natural preferences.
   - **Natural Potential:** Unrecognized but naturally aligned behavior.
   - **Vulnerable Potential:** Neither recognized nor naturally aligned behavior.

The scan also reveals:

- Level of personal self-awareness
- The Sensing vs. iNtuition ratio
- The Feeling vs. Thinking ratio

2. Purpose of the me.scan

The me.scan is a quick (10–15 minutes), development-oriented talent scan.
Its purpose is to spark curiosity about one's talents and increase awareness of natural qualities, development opportunities, and potential obstacles.

This awareness empowers people to take charge of their personal development. The me.scan offers not just insight, but also practical tools for making choices in personal growth, education, or career direction.

It differs from other tools by offering direct insight into unconscious behavioral preferences and aversions—an extra dimension that many tools do not (or cannot) offer. The scan is never judgmental or limiting:

- It doesn’t measure talent level, competencies, or skills
- It doesn’t label people
- It provides space for growth based on natural potential

Applications:

- **Individual:** To develop talents and skills that truly fit the person.
- **Role-based:** To assess alignment with a (future) role or team.
- **Teams:** To uncover group dynamics and support more effective role distribution.

The scan can be refreshed at any time by reselecting competencies. Changes provide insight into growth and guide next steps.

For teams, the me.scan adds extra value:

- Group profiles reveal underlying dynamics
- Team members learn to recognize and leverage each other's strengths
- Understanding natural preferences improves collaboration and mutual understanding

3. Validity and Reliability of the me.scan

3.1 Origin of the Model

There are four market tools that combine eight images and 24 competencies: the me.scan, the CADT, the ODC, and the ACT scans. These tools share a common origin: between 2000 and 2008, the developers worked together on early versions. Afterward, each developed their own variant with unique sets of competencies, reports, and applications.

The me.scan builds on a solid foundation of research and practice. Both the original image-based research and the methodology's evolution contribute to the tool's validity.

3.2 Why Use Images?

The heart of the me.scan lies in using images to uncover unconscious behavioral preferences and aversions (allergies). Images work on an associative level: people unconsciously link emotions and meaning to images based on personal experiences.

The me.scan leverages this projection mechanism to detect preferences and resistances across eight behavioral domains. Both image and competency choices are self-reports, but of different natures:

- **Image choices:** Associative, unconscious, and not influenced by social desirability
- **Competency choices:** Conscious, reflective, and based on self-image

Consistency between the two isn't necessary at the individual level, but the overall coverage of behavioral domains by both is key for validity.

3.3 Research on the Images

Initial validation (2000–2005):
Two external research psychologists analyzed the image choices of 1,772 respondents, studying:

- Correlation between images and positive/negative competencies
  - Results: 79–86% for positive, 77–87% for negative
- Correlation between the eight behavioral domains and Jung's four types (Sensing, iNtuition, Feeling, Thinking)
  - Results: 75–93%

These results confirm the construct validity of the image model and its alignment with Jung's typology.

Follow-up research (2014–present):
Since 2014, over 40,000 people have completed the me.scan, and more than 450 professionals have been trained in its use. Experience has been gathered in:

- Recognizability of the images per behavioral domain
- Degree of overlap between associations and competencies

Every me.master 1 training involves extensive reflection on the positive and negative associations with the eight images. Participant discussions consistently show how these images evoke distinct behavioral dimensions.

Association studies:
Several small-scale studies explored how users (before feedback) associate images with words and vice versa:

- 80–95% correlation for positively chosen images
- 75–90% for negatively chosen images

Statistical stability (2019–2023):
Annual validation confirmed the consistency of image choices. Of 28,722 scans, standard deviation per behavioral type ranged from 0.12% to 1.12%. This exceptionally low variance confirms the robustness of the model.

3.4 Research on the Competency Set

Competency choices are self-assessments based on the conscious self-image. They don't measure skill level but represent a snapshot of perceived strengths. Changes are welcome and signal development or shifting context.

Connection to Jung's typology:
The 24 competencies are divided into four groups of six, each linked to a Jungian type (S, N, F, T). This enables:

- Mapping Sensing/iNtuition and Feeling/Thinking
- Comparing competency profiles to models like DISC, MBTI, or Insights Discovery

In practice, me.scan results align with previous measurements from those models in over 70% of cases.

3.5 The Power of the Combination

The true power of the me.scan lies in combining image-based and competency insights:

- Which competencies are naturally aligned?
- Which are learned (and may give or drain energy)?
- Which are latent and developable?

This combination provides a rich and nuanced view of both potential and pitfalls.

3.6 User Validation: The Most Important Test

More important than statistics: do people recognize themselves in their profile? Does the scan provide them with useful insights?

User feedback on the me.scan has been overwhelmingly positive:

- Over 20,000 personal debriefs since 2019
- Over 450 certified me.coaches
- Recurring feedback from both: high levels of (sometimes confronting) recognition, even of pitfalls

These consistently positive reactions from users and professionals form the strongest validation of the me.scan: its insights are not only theoretically sound but also practically useful.

me.scan company
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