

COGNISCO LAUNCHES DEDICATED ASSESSMENT PROGRAMME FOR CHILD PROTECTION SERVICES

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Cranfield, 6th April 2004 - Cognisco, the leading developer of assessment tools that measure employees' knowledge, understanding and confidence, is working in partnership with Helen Kenward, one of the UK's leading experts on child protection, to launch a pioneering assessment technique aimed at significantly contributing to the development and assessment of those employed in child protection roles in the UK.

As child protection issues become increasingly high profile through well-documented cases, the value of accurately assessing those who work in the industry has never been more crucial. Cognisco's assessment method harnesses the latest technology to investigate six discrete aspects: Attitudes within Child Protection Services, Procedures, Assessing Risks, Managing Risk, Ongoing Risk Assessment and Crisis Management. Respondents undertaking the assessment, which is carried out via a secure online questionnaire, are asked to make decisions based on all six aspects and then state their level of confidence for each decision.

Helen Kenward welcomed the opportunity to capitalise on her experience and knowledge through assessment technology that is already proven in the commercial sector. "Child protection is an enormous challenge - children have a right to be safe and we are responsible for making that a reality. It has traditionally been difficult to quantify what an individual retains from a training session and the Cognisco approach leverages the latest technology to deliver precise, scientific assessments. We can then help people to target those areas of which they are uncertain to build both their understanding and their confidence in performing their job."

The Cognisco assessment method utilises a proprietary question authoring approach designed to determine real understanding in the context of the standards set by employers. For every question asked, the method also measures the confidence with which answers are given. Therefore, the approach can identify correct understanding expressed with low confidence that may lead to hesitant or poor decision-making.

Even more revealing, the method is able to identify incorrect understanding that respondents nonetheless confidently believe is correct. This 'confident misunderstanding' represents potential risk among those responsible for child protection. The intelligence derived from the assessments enables managers to make informed decisions on recruitment, training, coaching and other staff development and deployment procedures.

Scott Sharp, CEO of Cognisco, explains, "Child protection is a very emotive subject and by its nature requires workers to make difficult decisions on very grey areas, sometimes with little definitive evidence. Therefore, all social workers possess inherent degrees of risk within their job function, which once accurately identified, can be reduced or eliminated. Our new methodology is two-fold - it will support and aid those involved in the critically important area of child welfare by reducing risk; it will also identify those gaps in understanding or confidence that create it."

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Photography of Helen Kenward and Scott Sharp is available from cognisco@harvard.co.uk or telephone Stephanie on 020 8564 6370.

About Cognisco

Cognisco is a leading developer of specialist measurement tools which test the knowledge, understanding and confidence of employees. The rigorous assessment method is a totally new approach to questioning and interpretation and can be tailored to fit the industry, culture and precise requirements of the target organisation. Cognisco's method provides detailed interpretation of outcomes and clear advice for raising the performance of people. The aim is to improve productivity, job satisfaction and empower employees through the development of enhanced skill sets. Cognisco's recent research of 40,000 subjects in 35 countries indicates that 37% of employees actually misunderstand at least one crucial aspect of their job.

For further information, please go to www.cognisco.com

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