PSYCHOMETRICS · SIGMUND

PRO INTEREST®

Ten fields of professional interest, ranked in about 15 minutes.



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THE SOLUTION TO NAME WHAT ACTUALLY MOTIVATES SOMEONE

Intérêt Pro® maps interest across ten fields, from production and technical services to research, sales, finance, IT and social work. Instead of asking whether a candidate is motivated, it shows which kind of work pulls them and which leaves them flat once the novelty fades.

What is it used for? Prepare a career change, choose between two internal paths, or check that the daily content of a role will hold someone's attention.



01 Career consultants
Open up paths the client had not considered

02 HR managers
Steer internal moves towards durable fits

03 Recruiters
Check that the role's content will hold

04 Coaches
Ground a career project in stated interests

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WHAT THIS TEST CHANGES FOR YOU.

Ten fields of interest, ranked to show where motivation actually sits.

01

Production

Manufacturing, supply chain and resource optimisation.

02

Technical services

Maintenance, repair and improvement of equipment.

03

Research & development

Experimentation, innovation and new product creation.

04

Marketing & sales

Promotion, selling and commercial strategy.

05

Creation & communication

Design, advertising and public relations.

06

Human resources

Personnel management, recruitment and skills development.

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IPSATIVE · ~80 QUESTIONS · ~15 MINUTES

DIMENSIONS & CRITERIA ASSESSED

10 dimensions assessed.

01 INTEREST IN PRODUCTION

Assesses the appeal of manufacturing processes, supply chain management and resource optimization.

02 INTEREST IN TECHNICAL SERVICES

Measures affinity for the maintenance, repair and improvement of equipment and infrastructure.

03 INTEREST IN RESEARCH AND DEVELOPMENT

Assesses passion for innovation, experimentation and the creation of new products or services.

04 INTEREST IN MARKETING AND SALES

Measures the appeal of promoting, selling and developing commercial strategies.

05 INTEREST IN ADMINISTRATIVE MANAGEMENT

Assesses affinity for the organization, planning and coordination of company activities.

06 INTEREST IN FINANCE AND ACCOUNTING

Measures the appeal of financial analysis, budget management and accounting.

07 INTEREST IN IT

Assesses passion for information technology, software development and systems management.

08 INTEREST IN HUMAN RESOURCES

Measures affinity for personnel management, recruitment and skills development.

09 INTEREST IN CREATION AND COMMUNICATION

Assesses the appeal of design, advertising and public relations.

10 INTEREST IN SOCIAL WORK

Measures passion for helping others, community work and social development.

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RESULTS YOUR HR TEAM CAN USE IMMEDIATELY.

After the assessment, SIGMUND turns answers into concrete markers to recruit, compare and prepare the interview. An AI-based assistant, available as a chatbot, also helps you interpret the results and move to action.



01

Scores and reference profile

A competency report with detailed scores, self-assessment and comparison against the expected profile.

02

Report that fits the need

From the full report to the short summary, depending on the level of detail the recruiter or manager needs.

03

Clear visualisations

Radar charts, histograms and comparisons to spot strengths and development areas at a glance.

04

Action guides

Interview questions and tailored follow-up tracks to dig deeper and prepare next steps.

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SCIENTIFIC RELIABILITY

A test built to support hiring, assessment and development decisions.

~80
QUESTIONS

10
DIMENSIONS

~15 minutes
COMPLETION TIME

VALIDATION

- **Independent external validation**
  Internal validation and consistency
- **Reliability and stability**
  Consistency of answers and scales
- **Job knowledge**
  500+ job-specific knowledge questionnaires

AVAILABLE IN

More than 10 languages

French · English · German · Spanish and more

Contact our team for a demo: service@sigmund.net

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