

# EyeQ Assessment

## Hard Science for Soft Skills

### Are you curious which factors subconsciously influence and bias your choices?

With our easy-to-use assessment tool, you will get answers quickly and reliably.

We are a privacy-first company. You will not even need to provide your name.

### Introduction

Your actions, emotions, and decisions are the result of millions of neuronal interactions occurring at every moment. Only a tiny portion of these interactions ever make it to your conscious mind. This is often compared to an iceberg, where most parts are submerged. To identify the hidden factors that bias your choices, you

must tap into the bottom of the “iceberg” using objective neurobiological and behavioral tests.

With our EyeQ Assessment, we identify the underlying drivers of the choices you make for yourself and others, your leadership capabilities and how you can avoid errors and stress.


### How it works

Get an access code and run the assessment directly from your laptop whenever you are ready.

You will be immersed in an interactive choice-game with a backstory, which makes it more fun than a tedious questionnaire. Your task is simply to make decisions based on different types of information presented.

#### TASK 1 - MAKE CHOICES

🕒 ~15 min




**In a 1<sup>st</sup> task**, you make decisions whether to invest inherited money in various situations.

Our scientifically validated method determines eight scores describing how key factors present in almost any environment bias your decision-making process.

8 factors impacting decision making

#### TASK 2 - SELF ASSESSMENT

🕒 ~2 min



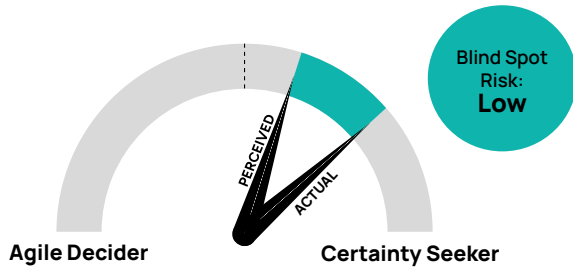
**A 2<sup>nd</sup> task** is a six-question self-assessment. It is later used to compare your self-awareness with the evidence-based results and identify blind spots and areas of increased danger.

Blind spot analysis

## What you get

Shortly after completion of the assessment, you will receive a personal online report with graphics, explanations, comparisons to other individuals, and concrete recommendations. This helps you identify situations where you will stand out and situations where you can improve.

You will learn about your **Blind Spots**. Blind spots describe how your assessment of yourself differs from how you actually make decisions.



## Privacy

You can use your access code automatically from your email without requiring any sensitive personal information. Assessment data is securely and anonymously stored on EU servers. We not only adhere to strict EU data protection standards but take extra steps to make sure your data is protected.

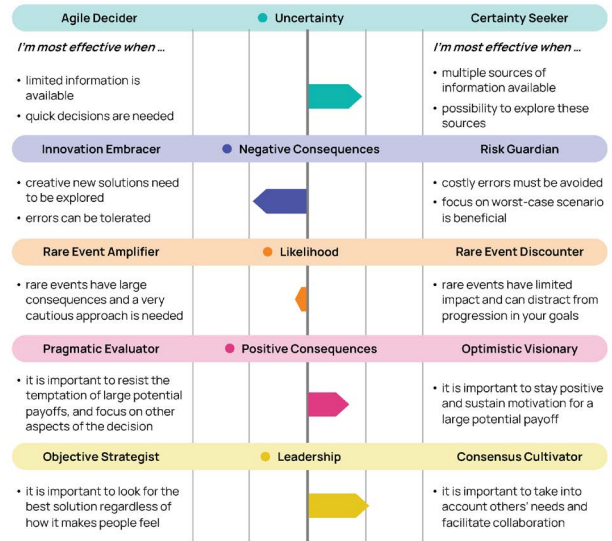
## Your personal benefits

Understanding how you make choices and process information will help you identify the situations in which you will thrive and those that will lead to errors, difficulty, and stress. You will be mindful of your biases, work towards more balanced and objective choice processes, avoid misunderstandings, and improve your interpersonal interactions.

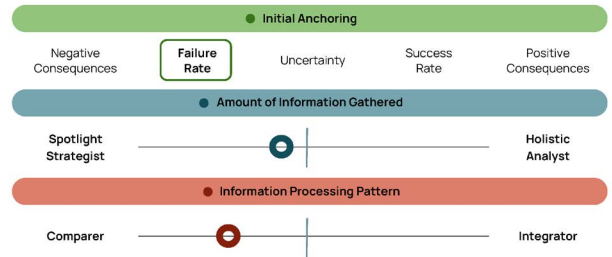
Knowing about your blind spots decreases the danger of putting yourself in situations that will be detrimental in the long run.

Overall, this information will aid your personal development, career planning, job satisfaction, and performance enhancement.

### Decision-Making Style Summary



### Information-Processing Style Summary



## The science behind EyeQ assessment

The EyeQ Assessment measures your conscious and subconscious reactions during the assessment. For example, the EyeQ Assessment also uses your gaze which reveals how you process information and which cannot be deceived easily. The analysis is based on many years of scientific research by a team of neuroscientists and behavioral experts from the University of Zurich who specialize in measuring decision-making and stress.

### Interested in the scientific research the assessment is based on?

Here are some references to our research:

- Edelson et al, Science (2018)  
DOI: [10.1126/science.aat0036](https://doi.org/10.1126/science.aat0036)
- Grueschow et al, Nature Communications (2021)  
DOI: [10.1038/s41467-021-22509-1](https://doi.org/10.1038/s41467-021-22509-1)