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cut-e launches sparks – a breakthrough test of innovation

Innovation is critical to the business success of many organisations. Those capable of innovation need to be brought into the organisation – but how can this important characteristic be identified reliably and quickly during selection? The answer is *sparks* from cut-e.

Leading online assessment provider, cut-e, is delighted to announce the release of its innovative, breakthrough online assessment – *sparks*.

Dr Achim Preuss, co-founder of cut-e Group comments, "Identifying those capable of innovation has been somewhat of the 'holy grail' in assessment, seemingly sought after but unattainable. Attempts in the past to measure innovation or creativity, have resulted in tests which require either strong drawing skills or an unacceptable amount of time to score – or, because of limitations of the item content, cannot be used across a range of candidates over a sustained period of time. And yet, we know from our conversations with clients, an easy-to-use, quick and reliable test of innovation would form an essential part of a pre-selection range of tests."

The cut-e development team has reviewed what it means to innovate and has identified the key elements of innovation as being fluency, flexibility and originality – and has then worked out how best to harness the capabilities of technology to deliver a reliable online assessment in this area.

"Only a few years ago, the technology was not advanced enough to support the kind of test that we have created with *sparks*. We've not only tested out the items and their utility within a test, but ensured that the test is highly reliable and stands up to psychometric scrutiny."

sparks is a short, 15 minutes online assessment which can be used as a standalone test or as part of cut-e's Innovation Suite which includes *scales* /*lst* – an abstract logical thinking test – and cut-e's personality questionnaire – *shapes*."

For more information about *sparks*, please visit www.cut-e.com/sparks.

Press release



smart. valid. preferred.

About cut-e

cut-e Group is the world leader in the design and implementation of innovative online tests and questionnaires for recruitment, selection and development. We help companies identify people with the right capabilities and cultural fit to deliver optimal business results and over 4 million people each year are assessed using our tools throughout 70 countries and across 40 languages.

Founded in 2002 by Dr Achim Preuss and Andreas Lohff, the company is based in Hamburg, Germany and now has a presence in 27 countries. cut-e counts a large number of leading employers amongst its clients, including Audi, Barclays, Boeing, BP, Burger King, Carlsberg, Colgate, Dell, Lufthansa, Monster.com, Ricoh, Siemens, Starwood Hotels & Resorts and Volkswagen.

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