IDI - Interpersonal Dynamics Inventory

Through genetic inheritance, upbringing, education and personal experience a person develops unique habits. These patterns or behaviours can be observed and generalized. The instrument IDI measures and evaluates the impression a person makes on those around - IDI is a way to describe how others perceive a person’s behaviour.

The way the results are presented and the documents supporting the presentation provide the test person with "tools" for improving his/her ability to collaborate and cooperate with others.

Goal of the instrument

• IDI provides the test subject with knowledge of how his/her behaviour is perceived by other people.
• He/she becomes more aware of his/her strengths and learns about how he/she can balance them so they do not risk becoming weaknesses.
• The information from the instrument provides opportunities to develop cooperation and interaction with others. Increased understanding of driving forces behind one’s own and others’ behaviours provides opportunities to understand and utilize the strengths of oneself and others in an effective and constructive way.

An IDI Seminar carried out with a group who work together increases team members’ understanding and tolerance for each other and often contributes to their individual talents being better utilized.

Brief History

IDI was developed in the 1970s in the U.S. by Richard Zackrison, PhD, and was a development of existing instruments that measured a person's "Social Style." One of the purposes of the original studies (Taylor, Merrill and Reid 1964) was to find correlations between a person’s behavioural style and his/her efficiency. It turned out that there is no behavioural style that is the best or the most effective. However, they found a relationship between a person’s behavioural style and why he/she is deemed to be effective - in short: every style has its own way to be effective!

Rickard Zackrison has worked in Sweden since 1980. That same year IDI was used in Swedish for the first time. Since then the instrument has been continuously developed for Swedish conditions. Every year we review the word pairs used in the instrument to ensure that they are "indicators" that capture the behavioural dimensions measured. Over the years we have made the instrument available in several other languages.

Method

The instrument measures a person's behaviour in three dimensions. The first dimension shows to what degree a person is perceived to seek influence and control over others and the second one shows what degree of emotional connection that person is striving for. These dimensions have been shown to have low correlation with
each other and also have a high stability over time. Therefore, the results are presented in a matrix, which gives us four so-called basic behavioural styles.

All four behavioural styles are equally result-oriented and effective, but in four different ways.

The **third** dimension measured by IDI shows how selected respondents feel that the testperson adapts their behaviour for different circumstances and needs of other people. It is a dimension that can be consciously developed through insight and training.

The ability to adapt one’s behavioural for the needs of other people and different situations affects one’s personal effectiveness, tolerance for other people and collaboration skills.

**Implementation**

The person making an IDI profile (the test subject) receives a link from the facilitator and starts the process by filling out a form on our platform **app.idi.se** that provides information that later can be compared to the respondents' overall perception.

The next step is selecting six or more respondents and send invitations to them to fill out the same form (a number of word pairs that can be used to describe a person’s behaviour). The respondents select the words that they think describe the test subject the best.

The web-based platform processes the forms and produces an "IDI profile", which a licensed IDI facilitator downloads and returns to the test person individually or in a group and then follows a methodology that gives the test subject information on the theory behind the instrument and the behavioural dimensions of the measure before the results are delivered. This procedure usually takes at least three hours to complete. In addition to the IDI-profile, the test subject is also given extensive documentation. Results returned in a group are often part of a development context for both the individual and the group. In that case the group also has a learning function and can be used in different ways to enhance the understanding of the profile that the test subject receives and can help him/her practice interacting with others, which contributes to understanding and development.

**References**

IDI is used by many organizations, educational institutions and consulting organizations. Contact us for a list or references.

**Methods used for becoming an IDI facilitator**

For people who want to become facilitators, we require first and foremost a suitable background (for example, a behaviourist with experience in individual- and group development). In addition, we require that they share our values about how the instrument should be used.

Another qualification required is that they shall have received a recent IDI profile themselves.
Service training is provided individually for one or two days depending on the experience of the new facilitator. After carrying out a number of (minimum two) "practice reversals" he/she receives a license that gives him/her the opportunity to use the IDI in their own organization or in its activities as a consultant or therapist.

The price for education, including a one-year license for a facilitator, is 17 000 SEK. Renewal of a license costs 4 000 SEK/year. The license includes counselling and support (e.g. telephone support) and an annual IDI mentoring seminar where news, statistics, etc. are discussed. In addition, we also annually arrange advanced seminars for exchange of experiences between facilitators. One of the yearly seminars is held in English. In total, we currently have over 300 active licensed facilitators.

For each IDI profile processed by IDI Profiling AB the facilitator pays a price that varies partly according to how many profiles a facilitator/company buys annually, partly depending on the level of service the facilitator selects according to below:

**Basic Service** means that the facilitator gets the material required to enable his/her participants to get the basis for the profile. When the profile is calculated, it is sent digitally to the facilitator who, by virtue of a special mentoring program, receives the IDI result and prints the profile. Participant documentation is included.

**Full service** means - in addition to the above - that IDI Profiling AB tailor the service to the facilitator’s/company’s specific requirements and deliver the finished profiles via regular mail, or e-mail if preferred.

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<th>Profiles</th>
<th>Normal Service</th>
<th>Extended Service</th>
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All prices in SEK and excluding VAT

**Contact**

Please get in touch with **Thomas Larsson** if you want to use IDI, learn more about the instrument or if you are considering becoming facilitator.

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