



# ASSESSMENT PRIMER

A COMPREHENSIVE INTRODUCTION &  
OVERVIEW OF THE MPACT FRAMEWORK

[MPACTQ.COM](http://MPACTQ.COM)

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## Welcome to MPACT!

The MPACT Assessment will help you make a greater impact in the world by helping you understand how you help individuals, teams, and organizations reach their full potential.

This document will provide you with an overview of the MPACT Assessment and answer frequently asked questions.

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# 1. INTRODUCTION

## Why do so few individuals and teams ever reach their full potential?

In this world, reaching peak performance and fulfillment is the exception, not the rule. It's rare. That's why we're amazed when we see it happen. We long to experience fulfillment and we can become envious when we see others operating at this high level.

There are a variety of reasons why we fall short of living out our full potential. One reason is the absence of the right people (such as family, friends, and mentors) in our lives. The MPACT assessment will help us recognize those people who are uniquely gifted to help us reach the next level of maturity, performance, and fulfillment.

MPACT finds its roots in the thought leadership of Alan Hirsch's book, *5Q*, where he identifies 5 types of intelligences (or quotients) that are given to every person for the purpose of helping others reach their full potential. **Every person** in the world needs these quotients present and active in their lives to operate at this level. And yet, by design, no one is completely balanced in all five. Therefore, to reach YOUR full potential, you must surround yourself with people who embody these quotients.

Likewise, every **team, organization, community, and movement** needs these quotients present and active in their midst in order to have maximum, positive impact in the world.

These intelligences, or gifts, represent a wonderful truth: that designed into the very fabric of humanity is a divine interdependency. We can't be all that we are designed to be and do all we are designed to do by ourselves. **We need each other!** And we need each of the 5 MPACT quotients in our lives to grow and become the best version of ourselves.

In this primer, we will provide you with an overview of the MPACT Assessment, answer some frequently asked questions you may have, and provide you with key definitions that will help you fully understand and maximize the value of your assessment results.

We are committed to helping you make a greater impact in our world, and we welcome your feedback! If you have any questions, comments, or improvement suggestions, don't hesitate to contact us at: [support@mpactq.com](mailto:support@mpactq.com).

**Welcome to MPACT!** We trust that you and those around you will benefit greatly from taking the MPACT Assessment.

Sincerely,



**Rick Newton**

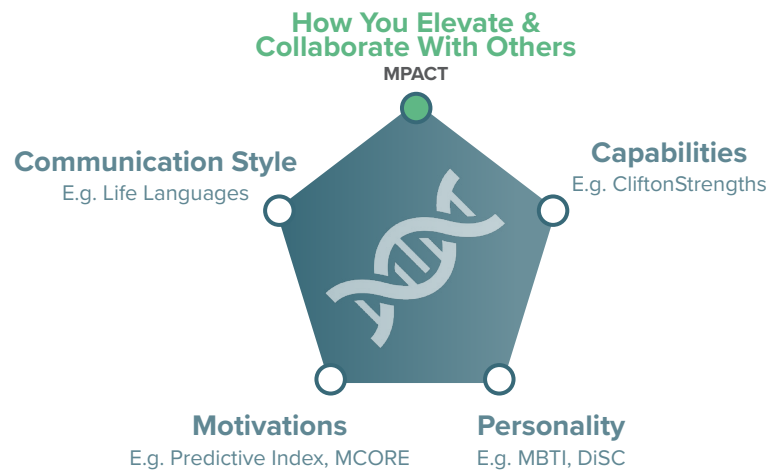
5Q Partner, MPACT Lead Architect

Founder/Owner of the Newton Family of Companies

## 2. WHY MPACT?

### WHY DOES THE WORLD NEED ANOTHER ASSESSMENT?

There are already scores of assessments in use around the world, many of which are providing extraordinary value. In fact, at Newton Institute (the company behind MPACT), we use a handful of popular assessments to help uncover and affirm an individual's design, and thus, their purpose and calling in life. These assessments help lay a foundation from which purpose can be known, and self-awareness, leadership effectiveness, and team performance can dramatically improve.



Humans are infinitely complex. Therefore, **no single assessment can fully describe a person's design**. However, they can provide important clues and insights about specific categories of human design, such as personality, motivation, capabilities, and communication style.

What's missing from this list is an assessment that would tell us how people are naturally designed to bring out the best in those around them. This area of "how you personally help others and teams reach their full potential" is largely unexplored. Looking at the graphic above, we can see that many assessments tell us about different aspects of our 'DNA', but none are inherently built around how we are designed to bring out the best in teams.

MPACT will help individuals become more self-aware around this important dimension of human design and behavior, and it couldn't be coming at a better time. Our world has extraordinary problems, which require the work of brilliant individuals and teams. MPACT provides one piece of the puzzle by elevating team performance, creativity, and synergy to equip people and teams to better solve the problems around them.

In summary, the question "WHY MPACT?" can be answered as follows:

- **Individuals, teams, and organizations consistently fall short** of their full potential.
- **A critical gap exists in the assessment marketplace** for how individuals are designed to bring the best out in others and teams.
- When applied, it **will produce measurable outcomes** by unlocking the untapped human potential already residing within teams and organizations.

## HOW IS MPACT DIFFERENT?

MPACT measures how you help others and teams reach their full potential. There are few other assessments that touch on this important and inherent human dynamic, and no other assessment approaches it the way MPACT does. MPACT measures 5 Quotients, across 10 Categories of Expression.

### Based on Timeless Wisdom

MPACT is based on the research of best-selling author and thought leader, Alan Hirsch. MPACT is an extension of Alan's book, *5Q*, where he describes the inherent design within all of creation that can be expressed by 5 primary intelligences. These intelligences are found throughout human history, described specifically in Christian literature, and embodied particularly in the life of Jesus. Furthermore, Alan explains how these 5 intelligences helped the early Christian movement grow exponentially from 2,000 to 20,000,000 followers in a short period of time, with no modern modes of communication or transportation. He also explains how those same 5 intelligences can be used today to help teams, organizations, and communities have a similar impact.

### Immediately Applicable

Unlike other assessments, MPACT is “**others-focused**”, not “me-focused”. There's nothing wrong with assessments that tell us about ourselves, but because MPACT measures how you contribute to teams and groups, it helps us apply what we learn into the practice of **serving others**.

We've all seen how some people have used assessment results to justify their poor behavior or why they don't need to change in an area of needed improvement. The risk of that misunderstanding or misuse happening with MPACT is minimized by the fact that it measures how we help others reach their full potential. In other words, MPACT compels us to get “outside of ourselves” and put what we have just learned about ourselves into practice by serving those around us.

MPACT provides a unique and proven approach by which you can:

- **Increase self- and team awareness** around this important dimension of human design.
- **Improve leadership effectiveness** by discovering and developing each of the 5 MPACT quotients, across teams.
- **Enhance the health, stability, and productivity** of your teams.

## 3. WHAT ARE THE BENEFITS OF MPACT?

### PAIN POINTS THAT MPACT ADDRESSES

MPACT relieves many of the points of “pain” common to human interaction. Imagine your worst days working on a team or within an organization. What was the pain you most commonly felt?

Experience tells us that much of the pain we feel in a team setting has to do with dysfunctional relationships we have with others on our team, such as leaders, teammates, or those that report to us.

Do any of the following pain points ring true for you?

#### TEAM MEMBER PAIN

- I was never properly trained to do my job.
- I was forced to pick up the slack when others dropped the ball.
- I did not get the recognition I deserved.
- I didn't like the people I worked with.
- It was hard to find meaning in the work I did.

#### LEADERSHIP PAIN

- If I wanted a job done right, I had to do it myself.
- I struggled to keep the team motivated.
- I was constantly dealing with people issues.
- The team did not do quality work.
- There was no standard way to onboard and train new team members.

This list only represents the tip of the iceberg. You most likely have many more examples of pain points that made work challenging.

The MPACT Assessment was created to help you alleviate many of these pain points by providing insight into how you and your team members are designed to bring out the best in one another. As this part of your collective design is embraced and put into practice, your team will begin to see tangible benefits.

### BENEFITS

When the principles underlying the MPACT Assessment are applied in a team context, you can expect the following positive outcomes over time:

- Project Success – Team members are given roles and responsibilities that align with their experience, expertise, and passion. As the team functions at its full potential, goals are achieved on-time and on-budget. Success is sustained via continuous improvement and knowledge sharing.
- Team Engagement & Retention – Team members are inspired and motivated to give to a cause bigger than themselves, perform at a high-level, and collaborate effectively with others. High performing team members will stay at your company, while low performers will self-select out.
- Customer/Partner Satisfaction – Employees are engaged and empowered to serve customers and partners with high-quality care. They will hold each other accountable to this standard.
- Leadership Effectiveness – As a result of understanding their own design and that of their team members, leaders will leverage their team's strengths in their own areas of weakness. Team members will be empowered to grow and flourish without dependency on the leader.
- Team Conflict – As team members embrace the unique design of others and develop strong, trusted relationships with one another, incidents and conflicts will be replaced by genuine respect and enjoyment of working together.



## 4. WHAT IS MPACT?

MPACT is an assessment tool that helps you unlock the untapped potential of your team by better understanding how each person is uniquely designed to bring out the best in other people.

Based on the ground-breaking work of best-selling author and thought leader, Alan Hirsch, MPACT measures the unique combination of 5 intelligences (or quotients) that every person innately has that help others reach their full potential.

**Each letter in MPACT represents one of these 5 intelligences:**

**Mentoring**

Develops healthy relationships & community within the team.

**Pioneering**

Catalyzes the team forward around mission, movement & momentum.

**Aligning**

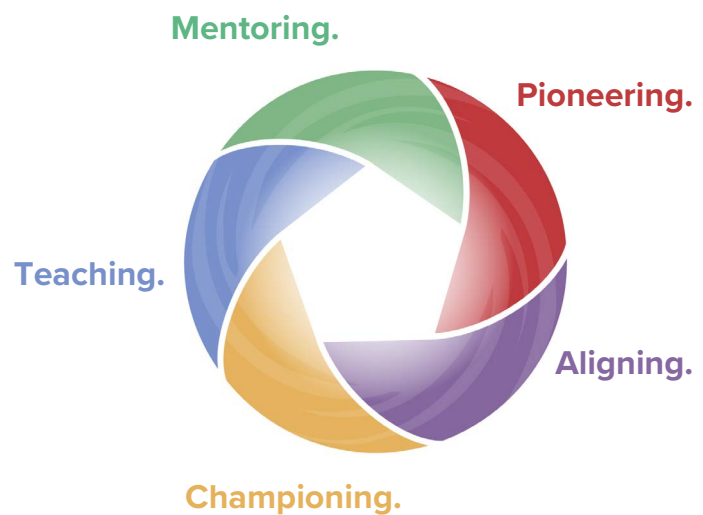
Fine-tunes the team's culture & character around purpose & values.

**Championing**

Inspires & connects people to the cause.

**Teaching**

Creates a culture of knowledge sharing & continuous learning.



The MPACT Assessment **identifies and ranks your unique combination of these 5 quotients**. This version of the assessment is aimed at understanding your DESIGN through the 5 Quotients, not your MATURITY. A low score in one or more of the 5 Quotients doesn't mean you don't have this intelligence. In fact, healthy and mature individuals will have all 5 operating through them, but that is not what this assessment is measuring. It's identifying which of the Quotients you are more naturally designed or inclined to demonstrate.

Through a personalized online dashboard, it provides both individual and team-building insights. These insights help you understand yourself and your team better, and how you can improve team creativity, productivity, and synergy by making sure each of the 5 MPACT quotients is present and active.

As you turn these insights into action, you will have a **greater, positive impact** on others – your family, friends, co-workers, and the world around you.

## 5. WHAT DOES MPACT MEASURE?

The MPACT Assessment measures how you help individuals, teams, organizations, and communities reach their full potential. It does so by measuring your score for each of the 5 Quotients across 10 Categories of Expression. See the [‘WHAT IS THE MPACT FRAMEWORK?’](#) section for more details about these different MPACT components.

### SCORES BY CATEGORY:

Category	Category Description	(M)entoring	(P)ioneering	(A)ligning	(C)hampioning	(T)eaching	TOTAL
1	Perceiving & Thinking	2	3	0	3	2	10
2	Integrating & Implementing	1	4	0	2	3	10
3	Communication Style	3	2	2	1	2	10
4	Roles & Functions	3	4	0	1	2	10
5	Serving Others	4	1	1	3	1	10
6	Problem Solving	2	4	2	2	0	10
7	Defining Success & Failure	1	4	2	1	2	10
8	Team Culture	3	2	2	1	2	10
9	Guiding Others	2	3	0	2	3	10
10	Leadership Style	2	3	3	1	1	10
TOTAL		23	20	12	17	18	100

There is a total of 10 questions asked for each category, requiring you to choose between pairings of behaviors associated with each Quotient. The maximum score you can receive for a single Quotient in each Category is 4. The lowest score is 0. The Total Quotient Score is the number of times you chose a behavior within a particular quotient. All together, your Quotient scores add up to 100.

Reporting Insights are uncovered by understanding where you scored highest and lowest at the quotient level as well as how you scored at the category level. This allows a holistic view of your design rather than narrowing in on one specific area.

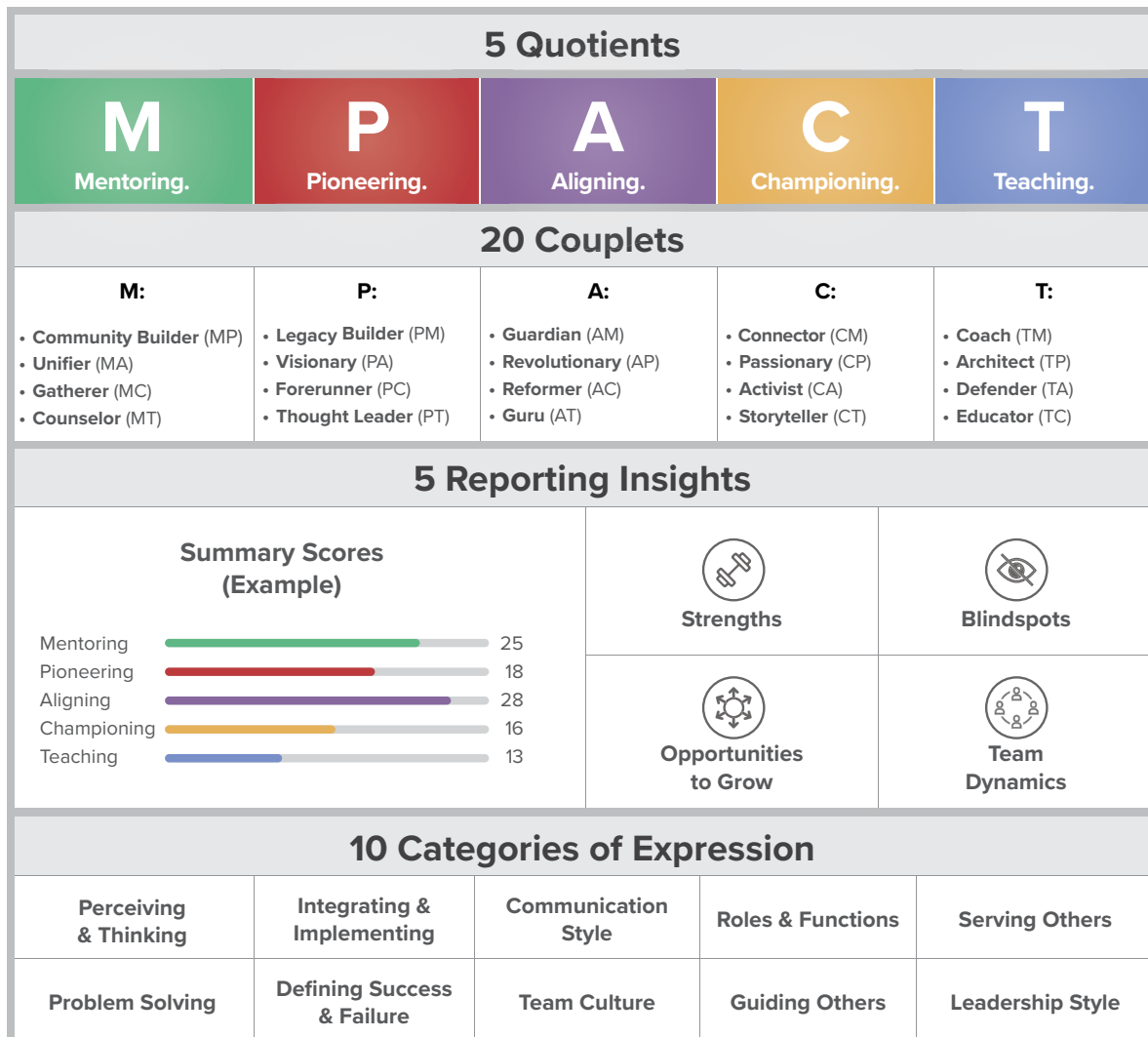
**Online Dashboard** – When you take the assessment, you will create an account from which you can view your personalized online dashboard. This dashboard contains your complete results, including your Summary Results, Score Breakdown, and Reporting Insights. From here, you can download your personalized PDF Reports (described below).

**Basic PDF Report** – This report is a brief summary of your results, which is great for sharing with others. It contains your Summary Results, Score Breakdown, and Team Dynamics insights.

**Coaching PDF Report** – This report is designed for a deeper dive into your results. It includes your Summary Results, Score Breakdown, and all of the Reporting Insights.



## 6. WHAT IS THE MPACT FRAMEWORK?



The MPACT Assessment consists primarily of 4 framework components:

- **5 Quotients:** There are 5 Quotients that define how people help individuals and teams reach their full potential.
- **20 Couplets:** There are 20 unique pairings of the 5 Quotients. These couplets, which combine your Top 2 Quotient scores, are the means used to describe how you positively impact individuals, teams, and organizations.
- **10 Categories of Expression:** There are 10 categories of human and team behavior that are measured by the MPACT Assessment. These form the basis for the reporting insights you will receive.
- **5 Reporting Insights:** There are 5 Reporting Insights that are provided by the MPACT Assessment, including Summary Scores, Strengths, Blindspots, Opportunities to Grow, and Team Dynamics.

Each of these framework components is explained in further detail on the following pages.

## THE 5 MPACT QUOTIENTS

MPACT defines 5 Quotients that describe how you help others and teams reach their full potential. A high-level overview of these Quotients is provided in the following table.

<div data-bbox="159 386 331 548">M</div> <div data-bbox="147 554 342 596">Mentoring.</div>	<p><b><i>Semper Una</i></b> – “Always Together”</p> <p>Those who score high in Mentoring focus on <b>Relationships &amp; Community</b>. We all need people with high Mentoring in our lives – people who believe the best about us, listen to us, advise us, help us through areas of brokenness and dysfunction, and who walk alongside us to nurture healthy relationships.</p> <p>Naturally empathetic and social, those who score high in Mentoring bring a sense of <b>camaraderie</b>, <b>community</b>, and <b>care</b> that is necessary for teams, in order for them to grow in their <b>relational cohesion</b> and <b>commitment</b> to one another.</p>
<div data-bbox="185 714 315 869">P</div> <div data-bbox="142 879 352 921">Pioneering.</div>	<p><b><i>Semper Promoveo</i></b> – “Always Forward”</p> <p>Those who score high in Pioneering focus on <b>Mission &amp; Movement</b>. We all need people with high Pioneering in our lives – people who understand our design, encourage us to leave our comfort zone and put us in roles where we can be productive and fulfilled.</p> <p>Those who score high in Pioneering establish strategic direction by defining the team’s mission and vision. As natural entrepreneurs and risk-takers, they bring catalytic energy to <b>mobilize</b> people and resources, prioritize tasks, build <b>momentum</b>, and develop strategic partnerships to extend and <b>multiply</b> the team’s impact.</p>
<div data-bbox="168 1050 324 1205">A</div> <div data-bbox="168 1213 323 1255">Aligning.</div>	<p><b><i>Semper Fidelis</i></b> – “Always Faithful”</p> <p>Those who score high in Aligning focus on <b>Meaning &amp; Purpose</b>. We all need people with high Aligning in our lives – people who help us develop internal character, and make sure our motives are pure and aligned with our higher purpose in life.</p> <p>Those who score high in Aligning help answer the following questions for the team: Why do we exist? What’s our great purpose? How will we make the world a better place? They also ensure the team operates consistently by shared <b>values</b> and will raise concerns when the team is not modeling <b>fidelity &amp; integrity</b>.</p>
<div data-bbox="175 1381 318 1541">C</div> <div data-bbox="128 1549 365 1591">Championing.</div>	<p><b><i>Semper Excelsius</i></b> – “Always Higher”</p> <p>Those who score high in Championing focus on <b>Connection &amp; Cause</b>. We all need people with high Championing in our lives – people who welcome us in and inspire us to be a part of something bigger than ourselves.</p> <p>Those who score high in Championing are adept at building rapport, passionately <b>communicating</b> the team’s message, and including those who feel like outsiders. As natural <b>connectors</b> and <b>cheerleaders</b>, they identify and build relationships that will help the team or cause grow, while positively <b>motivating</b> the team to achieve short-term goals along the way.</p>
<div data-bbox="185 1722 308 1881">T</div> <div data-bbox="164 1887 328 1929">Teaching.</div>	<p><b><i>Semper Veritas</i></b> – “Always Truthful”</p> <p>Those who score high in Teaching focus on <b>Continuous Learning &amp; Legacy</b>. We all need people with high Teaching in our lives – people who will help us <b>learn</b> from our mistakes, continuously <b>improve</b>, and <b>share</b> our expertise with others.</p> <p>Those who score high in Teaching bring a <b>practical &amp; philosophical</b> approach to capturing, preserving, and sharing knowledge. Naturally inquisitive, they fully explore and understand what makes the team successful to ensure both excellence and long-term sustainability are achieved.</p>

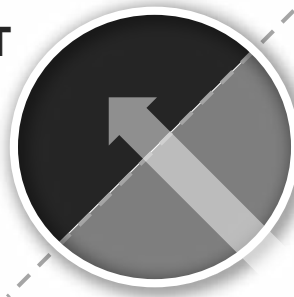
### MPACT COUPLETS

Couplets provide additional insights into your design. They are formed by combining your **Top 2 MPACT Quotients**.

- Your highest score is your **Primary Quotient**. This often defines your end goal as it relates to individuals and teams. This is your primary focus and the reason you do what you do.
- Your second highest score is your **Secondary Quotient**. This often defines the way in which you achieve your end goal. This describes the practical ways you express yourself on the team.

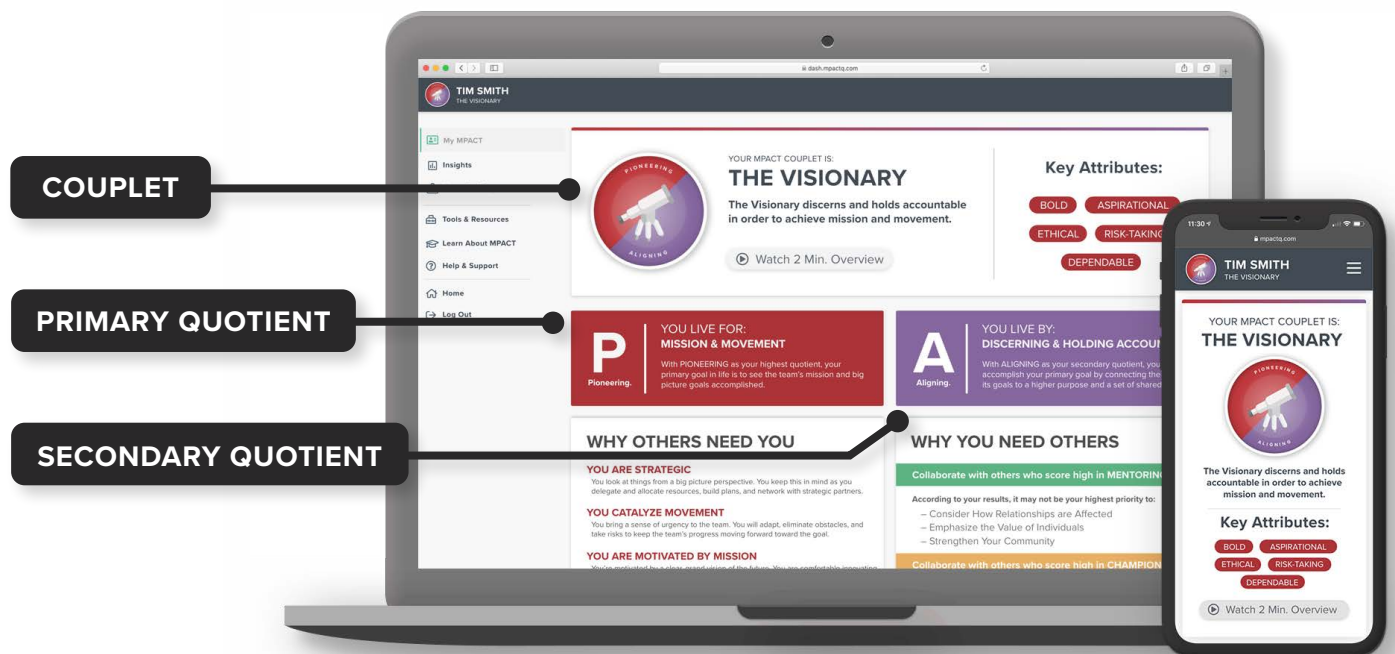
#### PRIMARY QUOTIENT

Your 'End Goal'  
Your WHY



#### SECONDARY QUOTIENT

The Means to Achieve the 'End Goal'  
Your HOW



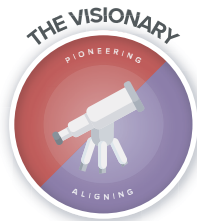
Before we describe the 20 Couplets, the Primary and Secondary Quotient concepts are explained further on the next page.

# MPACT COUPLET ICONS

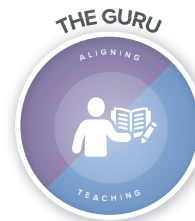
## MENTORING PRIMARY COUPLETS



## PIONEERING PRIMARY COUPLETS



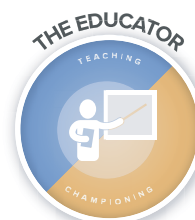
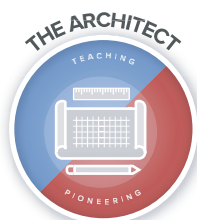
## ALIGNING PRIMARY COUPLETS



## CHAMPIONING PRIMARY COUPLETS



## TEACHING PRIMARY COUPLETS



## MPACT COUPLETS (Continued...)

### Mentoring.

**AS A PRIMARY QUOTIENT: LIVES FOR RELATIONSHIP & COMMUNITY**

Community, Relationships, Harmony, Unity, Relational Cohesion, Friendships, Partnerships, Healing, Protection, Safety, Commitment to One Another

**AS A SECONDARY QUOTIENT: LIVES BY STRENGTHENING & SUPPORTING**

Listening, Relating, Empathizing, Feeling, Caring, Restoring, Healing, Protecting, Defending, Guiding, Counseling, Mentoring, Walking Alongside

### Pioneering.

**AS A PRIMARY QUOTIENT: LIVES FOR MISSION & MOVEMENT**

Mission Accomplishment, Strategy Execution, Milestone Achievement, Forward Motion, Movement, Momentum, Scalability, Multiplication

**AS A SECONDARY QUOTIENT: LIVES BY CATALYZING & STRATEGIZING**

Envisioning, Risk-Taking, Plowing, Foundation Laying, Expanding, Extending, Scaling, Multiplying, Resourcing, Systemic/Holistic Thinking

### Aligning.

**AS A PRIMARY QUOTIENT: LIVES FOR PURPOSE & MEANING**

Justice, Purpose Alignment, Values Alignment, Integrity, Fidelity, Loyalty, Character, Embodied Principles & Ideals, Morals, Right Motives, Making a Difference

**AS A SECONDARY QUOTIENT: LIVES BY DISCERNING & HOLDING ACCOUNTABLE**

Discerning, Aligning, Adjusting, Purifying, Authenticity, Transparency, Persevering, Advocating, Visualizing, Predicting, Challenging the Status Quo, Speaking Truth to Power

### Championing.

**AS A PRIMARY QUOTIENT: LIVES FOR CONNECTION & CAUSE**

Growth, Engagement, Morale, Motivation, Inspiration, Enthusiasm, Positivity, Connectedness, Inclusiveness, Enthusiastic Response to the Message

**AS A SECONDARY QUOTIENT: LIVES BY ATTRACTING & CONNECTING**

Communicating, Storytelling, Inspiring, Recruiting, Including, Inviting, Encouraging, Selling, Motivating, Cheerleading, Celebrating, Rapport-Building, Connecting, Networking, Marketing

### Teaching.

**AS A PRIMARY QUOTIENT: LIVES FOR CONTINUOUS LEARNING & LEGACY**

Knowledge Capture & Sharing, Learning, Applied Truth, Personal Growth, Continuous Improvement, Excellence, Sustainability, Legacy

**AS A SECONDARY QUOTIENT: LIVES BY SHARING KNOWLEDGE & IMPROVING**

Researching, Learning, Codifying, Philosophizing, Thinking, Processing, Examining, Systematizing, Training, Facilitating, Coaching, Curriculum Building, Writing, Speaking

## THE 10 CATEGORIES OF EXPRESSION

There are 10 Categories we use to assess behaviors associated with each quotient. They are also used to provide reporting insights in the **Strengths, Blindspots, and Opportunities to Grow** sections of the Online Dashboard. These Categories are briefly described below.



### PERCEIVING & THINKING

This is how you perceive situations and how you naturally process, evaluate, and analyze them. It's the part of a circumstance, concept, or idea that naturally catches your attention.



### INTEGRATING & IMPLEMENTING

This is the way you make decisions about an idea or concept, and prepare to implement it. It is also the part you play in helping the team realize the integration of an idea or concept.



### COMMUNICATION STYLE

This is the focus of your communication and the method by which you best convey ideas and obtain support from the team. It is also how you approach and address sensitive topics.



### ROLES & FUNCTIONS

These are the roles you naturally assume, or most want to play, when in a team environment. It is also a description of how you best contribute to a team or organization.



### SERVING OTHERS

This is how you naturally serve people inside your team or organization, as well as how you serve people outside your organization, such as customers, partners, suppliers, investors, and the community.



### PROBLEM SOLVING

This is how you naturally identify, define, and communicate a problem that exists. It is also how you naturally analyze and resolve those problems.



### DEFINING SUCCESS & FAILURE

This is how you define success, or the outcomes that give you joy or energy. It is also how you define failure, or the outcomes that cause frustration or dissatisfaction.



### TEAM CULTURE

This is what you value or prioritize most within your team or organizational culture. It is also how you are most likely to contribute to a healthy team or organizational culture.



### GUIDING OTHERS

This is how you positively affirm or support people to help them grow, mature, and reach their full potential. It is also how you guide individuals to restoration and wholeness, and help them overcome dysfunction.



### LEADERSHIP STYLE

This is the focus you bring to teams and how you naturally lead them. It is also how you naturally support and serve leaders, whether that be your immediate supervisor or a broader leadership team at your organization.



## REPORTING INSIGHTS

In addition to the summary couplet description in the MY MPACT section, there are 5 Reporting Insights in the Online Dashboard that will help you better understand yourself and grow.



### MY MPACT

This section provides you with a summary description of your **TOP 2 Quotients**, also known as a Couplet.

Your **Couplet** provides insight about your primary focus, or end-goal, as well as the means by which you achieve it.



### SUMMARY SCORES

This section provides a summary of your **MPACT Quotient Scores**.

You get a score for each Quotient, which added together, equals 100. The Quotient Score represents how many times you chose a behavior associated with that Quotient. These scores serve as the basis for each of the MPACT reporting insights.



### STRENGTHS

This section provides you with a synopsis of Categories in your **TOP 2 Quotients** where you scored **HIGH (3 or 4)**.

These are areas where you naturally excel and how you can make valuable contributions to the team.



### BLINDSPOTS

This section provides you with a synopsis of Categories in your **BOTTOM 2 Quotients** where you scored **LOW (0 or 1)**.

These are POTENTIAL Blindspots. They provide you with an opportunity to collaborate with those who scored HIGH in the same areas.



### OPPORTUNITIES TO GROW

This section provides you with growth opportunities across your **TOP 2 Quotients** where you scored **LOW (0 or 1)**.

Of course, you have opportunities to grow in other areas, but these are areas of easiest improvement because they build on Categories within your TOP 2 Quotients.



### TEAM DYNAMICS

This section provides suggestions, tailored to your couplet, for creating high-performing teams.

Special attention is given to how you can be complemented by team members who scored **HIGHER in the 2 or 3 Quotients** where you scored **LOWER**.

# 7. HOW DO I PUT MPACT INTO PRACTICE?

We are always developing new resources that will help you put MPACT into practice at the individual and team level. Visit [mpactq.com/resources](https://mpactq.com/resources) to find out what resources are currently available.

## INDIVIDUALS

### Quickstart Planner

The Quickstart Planner is a great starting point for individuals to begin processing each of their Reporting Insights. Simple questions and exercises help to guide you as you analyze your insights and create an action plan based on those observations.

### Insights & Application Guide

This 32-page guide will give you a deeper and broader understanding of your MPACT Assessment results and how to use the insights to become a better team member, team builder, and leader.

### Coaching

If you are interested in receiving personal or team coaching around the MPACT Assessment, fill out the [contact form](#) on our website to ensure we introduce you to a coach that best fits you and your needs.



## TEAMS

### Team Workshops

The following workshops are intended to help people understand MPACT and the role it plays on their team:

- Introduction to MPACT
- Strengths
- Blindspots
- Opportunities to Grow
- Team Dynamics
- Team Balance

### Consulting

We are currently looking for innovative leaders who want to prototype deploying the MPACT Assessment within their organization. If you are interested in receiving consulting services that can help you maximize the benefits of MPACT, fill out the [contact form](#) on our website.



## COACHES & PARTNERS

**Coaching Foundations Course** - Taking the Coaching Foundations Online Course is an easy way to deepen your understanding of the MPACT Framework and discover tools to help others understand and activate their MPACT design.

**Coaching Certification** – This program certifies independent coaches and consultants so they can coach individuals through the MPACT Assessment. Fill out the [contact form](#) on our website if you are interested in learning more about becoming a Certified MPACT Coach.

**Partners** – Please email [joe.shannon@mpactq.com](mailto:joe.shannon@mpactq.com) if you are interested in partnering with us to represent or deploy MPACT within your sphere of influence. Ask us about our group discounts and financial incentives.

## 8. WHO SHOULD I CONTACT WITH QUESTIONS & FEEDBACK?

We would love to hear from you! All questions, comments, and inquiries can be sent to:

[support@mpactq.com](mailto:support@mpactq.com)

**We look forward to partnering with you to help make a greater impact in our world!**

### LEGAL DISCLAIMERS AND CONSENT

When taking the current beta version of the MPACT Assessment, you acknowledge and agree that you are voluntarily providing information for the purpose of validation testing and research.

#### Personal Information

Through the course of the MPACT Assessment, you may be asked to provide certain details, such as: name, email, billing details, optional demographic data (company, role, age, ethnicity, etc.), as well as your responses to assessment questions. This information will be used by our 3rd-party testing organization, **Alidade Research, Inc.**, to determine your results and as part of our assessment validation process. You will receive a dashboard of your MPACT emailed to you. You consent to email correspondence and follow-up as a part of this validation process.

#### Validation Testing

The information that Alidade Research receives will not be anonymous. This is necessary for purposes of testing so that the results can be cross-referenced with other assessments. Both Newton Institute and Alidade Research are located in the United States of America, information will be transmitted to these entities electronically. Therefore, if you are located outside of the United States of America, and you consent to the transfer of your information to the United States of America. You provide your consent to this transfer by affirmatively checking yes during the account registration process.

#### Marketing

You further consent to receive future marketing content via email, including an email providing you with coupon codes to take the launch version of the MPACT Assessment for FREE. If at any time you wish to change your response to this marketing consent, please contact us at: [advisor@mpactq.com](mailto:advisor@mpactq.com).

#### Future Research

You acknowledge that your information is being used for testing and research purposes and you agree to the use of your information in future research.

#### Privacy Policy and Privacy Shield

Newton Institute follows the Privacy Policy and Privacy Shield Policy listed on our website.

#### Agreement Not To Rely

You agree and acknowledge that the MPACT Assessment is for the purpose of personal discovery and Newton Institute does not recommend that you make business and/or employment decisions based on these results.