

# Building Peak Performance with Test Mastery Coaching

## Available in Two Distinct Program Formats

FifthTheory's **Test Mastery Inclusion™ (TMI)** programs are psychology-informed performance development systems designed to help students and professionals strengthen the mindset required to succeed on high-stakes exams.

Whether preparing for licensure, certification, credentialing, or advancement exams, TMI equips test takers with structured insight into the psychological and strategic factors that influence performance — including motivation, responsibility, confidence, preparation habits, and test anxiety.

### TMI is offered in two clearly defined formats:

- Organizational Sponsorship Program
- Revenue-Sharing Partnership Program

Both programs are designed to improve preparedness, strengthen performance readiness, and expand access to high-quality test mastery development resources.

### What TMI Delivers

High-stakes exams often determine educational, professional, and financial outcomes. Yet many capable test takers underperform due to avoidable mindset, preparation, and test readiness barriers.

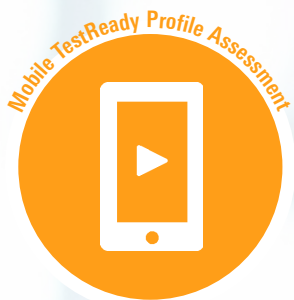
### TMI helps students and professionals:

- Reduce test anxiety and performance interference
- Build confidence and psychological readiness
- Strengthen preparation discipline and study strategies
- Develop sustainable test mastery habits
- Improve first-time and re-test outcomes

Rather than focusing on remediation, TMI emphasizes performance optimization — helping serious test takers perform at the level of their true capability.

### The TMI Experience Includes Four Core Components

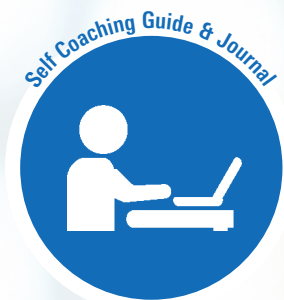
Test Mastery Inclusion™ is grounded in applied psychological science and meets APA and professional standards for validity and reliability.



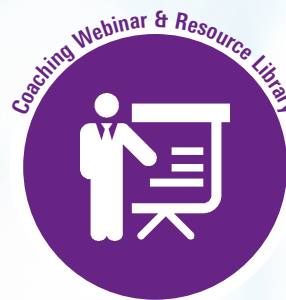
A brief, online assessment measuring key dimensions of test mastery mindset.



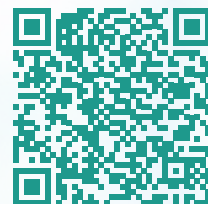
Clear scoring, interpretation, & development insights.



Structured exercises to translate insight into action.



Practical strategies for strengthening preparation & managing test pressure



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## Two Program Models for Organizations

### 1. Organizational Sponsorship Program

The Sponsorship Program allows an organization to underwrite the full TMI experience for a defined population of students or professionals.

#### ***This model:***

- Improves exam performance and retake outcomes
- Strengthens preparation culture within credentialing pathways
- Reduces costly retesting cycles
- Enhances stakeholder confidence in readiness support
- Positions the sponsoring organization as a performance development leader

#### ***Sponsorship Pricing***

Pricing tiers (Gold, Silver, Bronze) are based on the projected annual volume of high-stakes test takers.

Under sponsorship, the private-labeled TMI program is provided **at no cost to the sponsored test takers** during the sponsored year.

This model is ideal for organizations seeking direct performance impact and visible support of test readiness.



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SPONSORSHIP DETAILS

### 2. Revenue-Sharing Partnership Program

The Partnership Program enables organizations to launch their own branded edition of TMI with a different financial structure.

#### ***Under this model:***

- The organization pays an annual initiation fee.
- The TMI assessment experience is offered **at no cost to the partner organization.**
- Individual test takers may choose to purchase an Enhanced Full Report for deeper insight and structured self-coaching guidance.
- Revenue from Enhanced Reports is shared under a defined revenue-share agreement.

This approach allows organizations to offer high-quality psychological readiness tools without underwriting full sponsorship costs.



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Both models support stronger test preparedness, measurable performance insight, and scalable mindset development.

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## TMI supports performance excellence by focusing on what drives exam outcomes

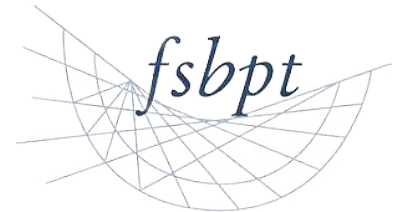


### The core objective of Test Mastery Inclusion™ is simple:

To help serious students and professionals prepare more effectively and perform closer to their true capability on high-stakes exams.

When preparedness improves, performance gaps narrow naturally.

### Charter Sponsors:



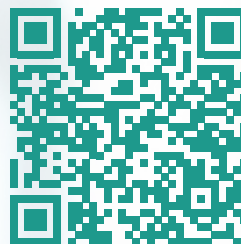
## Research & Presentations

- *Test Mastery Mindset™ For Strategic HR* (2022 HRCI Webinar)
- *Needs Analysis Research for Test Mastery Inclusion™* (2023 Sponsor Study)
- *How to Develop 16 Essential High-Stakes Testing Practices* (2022; Overview Book)

### Two Free E-Books:



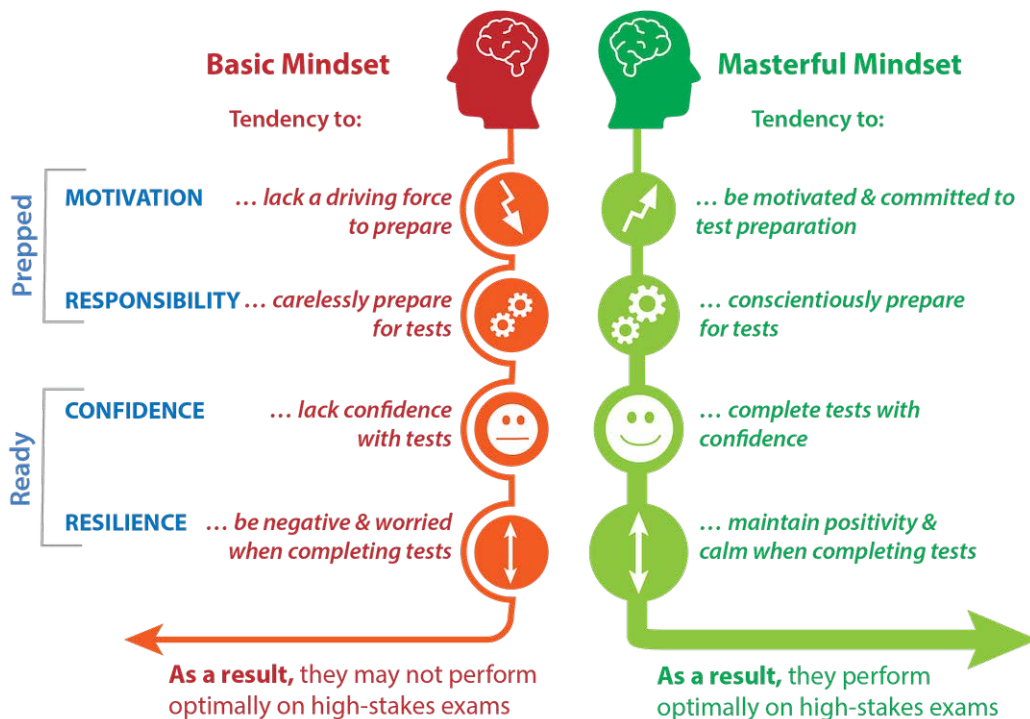
- *Advances in Test Mastery Mindset™ Research: Volume One*;  
Bonus e-Book:  
*Mastering Test Anxiety with High-Stakes Nursing Exams*



- *The Test Mastery Advantage Solution: The Four Inner Coaches* (John Jones, Ph.D., 2025)

## Test Mastery Mindset™

Provides an opportunity for test takers to improve their test mastery mindset



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### About FifthTheory

FifthTheory, LLC is a minority owned business that is located in Chicago, IL ([www.FifthTheory.com](http://www.FifthTheory.com)). FifthTheory provides online assessments and surveys to ensure that students, employees, and professionals are fully prepared to take important educational admission, professional licensure, and specialty certification exams. FifthTheory is committed to ensuring that all test takers receive equitable and fair access to all test preparation and readiness resources available. Direct questions to: [info@FifthTheory.com](mailto:info@FifthTheory.com).