MACAT

Programme Guide — Corporate, India

Most graduate hiring tests measure logic, numeracy & verbal reasoning — **proxies for critical thinking, not critical thinking itself.**

None of them measure creativity. Macat measures both, directly — developed with the University of Cambridge, taken forward with the OECD.

University of Cambridge
Framework collaboration, 2013–2015

OECD
Exclusive partner since 2022

Journal of Intelligence
Peer-reviewed, 2025



In partnership with

Official India Partner

WHAT MACAT IS

Macat is a UK-based critical thinking and creativity assessment organisation, built around the **PACIER** framework — developed in collaboration with the University of Cambridge and taken forward as the OECD's exclusive partner for its forthcoming global critical thinking and creativity assessment programme.
Macat doesn't currently operate a direct sales presence in India. Rather than build one from scratch, the fastest route to volume is licensing the assessment into organisations that already run testing at scale — publishers, EdTech platforms, & assessment houses with existing distribution into schools, universities, & employers.

The Pacier Framework — Six Skills, One Profile

P — Problem Solving
Framing a problem accurately & generating workable responses.

I — Interpretation
Establishing what a term, text or piece of evidence actually means.

A — Analysis
Understanding how an argument is built — its parts, structure & assumptions.

PACIER

E — Evaluation
Judging whether reasons given are acceptable, relevant & adequate.

C — Creative Thinking
Generating genuinely new connections, explanations and hypotheses. Scored separately

R — Reasoning
Constructing an argument that is coherent, evidenced and defensible.

Every PACIER assessment reports a score for each of the six domains above, so a hiring or L&D team sees a profile of a candidate or cohort — not a single number.

How It Works:

1 ASSESS >>> 2 DEVELOP >>> 3 REASSESS

Macat's underlying methodology is a baseline assessment, a structured development phase, and a reassessment that measures the gain — used for both pre-employment screening and ongoing staff development.
The pre-employment screening product priced on the next page is the assessment-only slice of that framework: a single sitting per candidate, scored across all six PACIER skills, with no classroom or training component. A fuller staff-development engagement — assessing, training and reassessing existing employees — is a separate conversation, built on the same underlying instrument.

WHY CORPORATES CHOOSE MACAT

Fits your existing process:

pre-employment critical thinking testing is already standard in graduate hiring — Macat extends it to score creativity and six distinct skills, not verbal reasoning alone. No market education required to adopt it.

Differentiation:

creative thinking is scored as its own skill — most instruments used in Indian graduate recruitment don't measure it at all.

developed with the University of Cambridge; taken forward with the OECD ahead of its own global critical thinking and creativity assessment.

Independent scrutiny:

reliability and validity published in the peer-reviewed Journal of Intelligence (2025) — not just claimed in a sales deck.

The Evidence, Briefly

Shin, H.J. et al. (2025), "The Nature and Measure of Critical Thinking: The PACIER Framework and Assessment," Journal of Intelligence — a peer-reviewed study of ~700 students, assessed five times across a school year, reporting a marginal reliability of 0.953.

> *The Macat vision is exceptionally exciting… it promotes the kind of critical thinking which is essential for any society and economy. This is the learning of the future."*
> **— Andreas Schleicher, Director for Education & Skills, OECD.**

Price	Minimum Commitment	Format
£25	**50 seats**	**One sitting**
per person assessed ≈ ₹3,225 per person, indicative	£1,250 total ≈ ₹1,61,250 indicative	Delivered digitally Individual + aggregate report

Free pilot: up to 50 people, in a single sitting, at no licence fee — in exchange for a named case study. This is a genuine exchange, not just a discount: India has no employer case study yet, and this pilot is designed specifically to create the first one.

INR figures are indicative only, at an approximate reference rate of ≈₹129 to £1, and will move with the market. Final commercial terms are confirmed directly with India Market Entry. Distribution and licensing arrangements for publishers, EdTech platforms, and assessment houses are handled separately.

Get in touch

INDIA MARKET ENTRY

Official India Partner

Every pilot, conversation and eventual agreement between Macat and an Indian institution runs through India Market Entry.

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NEXT STEPS

One — a short call to scope your pilot.
Two — a free pilot, no procurement process.
Three — a commercial decision, on the strength of real results.

Macat has no presence in India yet — that's deliberate.

Critical thinking & creativity assessment, developed with the University of Cambridge and taken forward with the OECD.