

## Recruiting Talent: New Perspectives

Are you feeling pressurised to pay higher salaries and compete for candidates with top grades from top universities? These candidates may look good on paper, but they may not fit with what you actually need.

Question	Fit for purpose?	How is what we do different?	Benefits
Are psychometric tests good pre-screening tools when recruiting to predict on-the-job performance?	<ul style="list-style-type: none"> <li>• Most psychometrics are trait based: you are introverted / extraverted no matter the circumstances</li> <li>• Sweeping generalisations</li> <li>• Personality traits explain 9% of your behaviour</li> </ul>	<p>We assess candidates in different contexts and from their own language patterns can tell:</p> <ul style="list-style-type: none"> <li>• When Joe is in the office, he is very extravert.</li> <li>• If Joe is in a large group of strangers he is mildly extravert</li> </ul>	<ul style="list-style-type: none"> <li>• You can accurately predict motivation and behaviour at work</li> <li>• You will know if the sort of work you need doing will be motivating to this candidate.</li> </ul>
We have always used Meyers Briggs / DISC – why should we change?	<ul style="list-style-type: none"> <li>• They are only 50% accurate when assessing job success</li> <li>• Requires conscious thinking (using just 10% of brain)</li> <li>• Relies on honesty, optimum testing environment</li> </ul>	<ul style="list-style-type: none"> <li>• Our test is 80% - 90% accurate when assessing job success</li> <li>• We use psycho-linguistic tools that tap into the unconscious (90% of brain)</li> <li>• We don't use computer-based questionnaires</li> </ul>	<ul style="list-style-type: none"> <li>• You get an accurate insight into the candidate's motivations at work</li> <li>• You'll know the types of projects and team this candidate will be at their best in</li> </ul>
We have always screened candidates against criteria such as skills & qualifications – why should we change?	<ul style="list-style-type: none"> <li>• Talent consists of multiple dimensions - it is not one-dimensional</li> <li>• 2004: Google researched its employees, realised metrics (e.g. SAT scores, prestige of schools) are not predictive of talent when hiring</li> <li>• Google, Microsoft, PWC have changed hiring criteria to allow for many different ways to be talented</li> </ul>	<ul style="list-style-type: none"> <li>• We analyse the job and focus on 3 performance criteria: <b>can</b> they do it (skills, experience, qualifications), do they <b>want to</b> (motivation), will they <b>fit in</b> (culture fit / values)</li> <li>• We prioritise the motivations needed to carry out the job</li> <li>• We consider the long-term career opportunities rather than short-term skills fit</li> </ul>	<ul style="list-style-type: none"> <li>• You have much higher retention rates because people fit emotionally within the organisation</li> <li>• You are able to hire a wider range of high impact employees that feel satisfied in their job</li> <li>• You have a balanced workforce which gives you a competitive advantage.</li> </ul>

### Additional benefits for the hiring manager and business productivity:

- Become aware of your own motivations at work and who will complement you
- Learn how to be a great motivator of staff – understand why people do things and how to respond appropriately
- Simplify job descriptions with clear performance criteria to attract motivated individuals with transferable skills
- Spot a candidate's potential and recruit them into a role in which they will thrive and be productive.

*“I really appreciate all you have done to help with the recruitment process so far. It is fascinating how accurate the LAB profiles of the shortlisted candidates were and forms a very important part of the interview process for us.”*

*Lynn Woodcock Operations Director RWS*