BusinessResults

How to Attract, Hire and Retain Top Talent

The most successful organizations ensure they have the right people in each role being managed in the best possible way. Knowledge, skills and experience are not enough to ensure success. Behavioral and cognitive data are required to understand the whole person. Not all assessments are the same. As an owner or executive, you must do your due diligence.

1. EEOC Compliant and Designed for Selection.
When investigating an assessment for your company, you must make sure the behavioral assessment tool is designed for selection and is in compliance with EEOC guidelines, that is predicts job performance and that it is valid and reliable.

2. Craft job descriptions that attract the right candidates.
It is not enough to just analyze people. An important step is to use a *job analysis* tool to understand the behavioral requirements needed for each position. You know what skills applicants need, what degrees they should have and what experience will be most beneficial. By defining your ideal behavioral qualities, we can add language to the job descriptions that attracts rock star candidates who better match the specific position. Every organization has its unique culture. When selecting an assessment system, make sure that you can tailor the behavioral needs of the jobs to your culture, your objectives.

3. Objectively identify the right candidates to avoid costly interviews and bad hires.
Save interview time and money by prescreening candidates to make sure they are the right fit for the position before you invite them for an interview, which requires valuable time from your staff. That's a real hard cost to you as an employer. Using a scientifically-validated behavioral assessment tool to take the guesswork out of the hiring equation. When investigating different behavioral assessments, make sure they have conducted very thorough research and that they also have job-related validity studies that demonstrate the assessments predict performance related to the key performance metrics needed for the position.

4. Better manage the team you have.
It's not enough to just use a behavioral tool to make a better hiring decision. After all, people don't quit jobs, they fire managers or their direct boss. You should investigate whether the assessment system has comprehensive post-hire strategies for effective management and training for managers that guide them to coach, motivate and communicate with each individual on their teams. (Hint: The same management style doesn't work for everyone.)

Conclusion
The Predictive Index® behavioral assessment is an EEOC-compliant tool that predicts how candidates will actually perform in a job. The PI® is far more than a yes-no tool, particularly in that it predicts how candidates will actually perform in a job, while also providing unique insight for managers to best manage, motivate and drive performance for each individual. Other tools in our suite of human capital assessments include the Predictive Index cognitive assessment, which measures an individual's cognitive abilities related to learning, adapting, and grasping new concepts in the workplace as well as the PI job analysis tool, which assesses and provides an objective understanding of the work-related behaviors needed to allow an individual to be successful in every position within an organization. The bottom line is we help organizations reduce turnover while also greatly improving sales, customer service and productivity.

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