

WHY YOUR
HIRING
STRATEGY
SHOULD INCLUDE
TALENT
ASSESSMENTS



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Looking into a candidate's employment background and checking references is pretty routine in many hiring decisions.

However, assessments can be used for much more. Talent assessments, or pre-employment tests, can determine whether the person you hire will help your organization succeed. That's why these types of evaluations can be valuable to your hiring and business strategies.

Using assessments throughout the talent life cycle helps you create targeted employee development plans while helping you get the most out of your new hires. In top-performing organizations using assessments, nearly twice as many have new hires who reach productivity goals. These companies achieve greater employee engagement, retention and overall higher performance. Furthermore, 75 percent of these organizations directly attribute changes in revenue and profitability to their assessment strategies. ^[1]



[1] Predicting Productivity and Performance, Assessments 2012, Aberdeen Group

Here are other reasons why talent assessments are important:

Talent assessments can be used as a filter during the hiring process. They can help predict which applicants have the most potential for success with your company and can also help you create a development plan to turn your new hires into stellar employees.

Behavioral assessments help you determine a job applicant's compatibility with the position. An assessment can help you decide whether a candidate would be a good fit for your organization. Oftentimes, assessments can show a candidate's personality traits – whether the person is an introvert or an extrovert, for example.

Assessments can also provide a solid defense for your company's employment decisions. Assessment data can help you avoid claims of discrimination by clarifying through measurable data why a candidate was not chosen for the position.

Assessments can help you understand employee strengths. When you perform a talent assessment on candidates, that same data can be used when they become employees.

Assessment data can help you understand how employee strengths can be used throughout your organization, as well as how an individual may react in future scenarios.

75%

of top-performing organizations that use pre-employment assessments use them post-hire for creating development plans, identifying high potential talent, building skills and establishing performance goals. ^[2]

How to Make the Most of Your Assessment Data

If your company is new to using assessments in its hiring process, these basic actions can help your company improve business performance.

- **Align your business priorities with assessments**

Best-in-class companies cite collaboration between human resources and business leaders as a critical part of their business and talent strategies. Also important – ensuring that talent assessments are in line with business priorities.

- **Establish a consistent competency model**

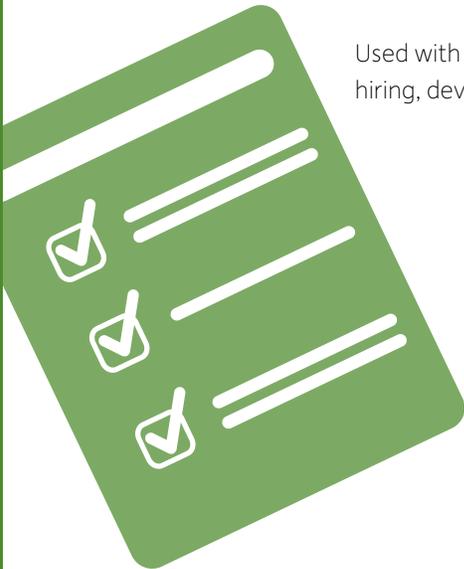
Measuring competencies is the core of talent assessments and allow organizations to fashion consistent hiring decisions, development practices and performance evaluations.

- **Encourage buy-in from leadership**

Successful organizations know that measurable assessment data can be linked to their business results, and they communicate the impact that data has on the company.^[3]

Employers are learning that acting upon assessment results is just as important as performing the assessments. As talent assessments become part of your hiring strategies, your company will increasingly be able to link assessments to ongoing performance results and use them to guide employee development.

Used with an eye toward business results, talent assessments are useful tools for hiring, development and succession.



[3] Ibid



About Insperity

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