

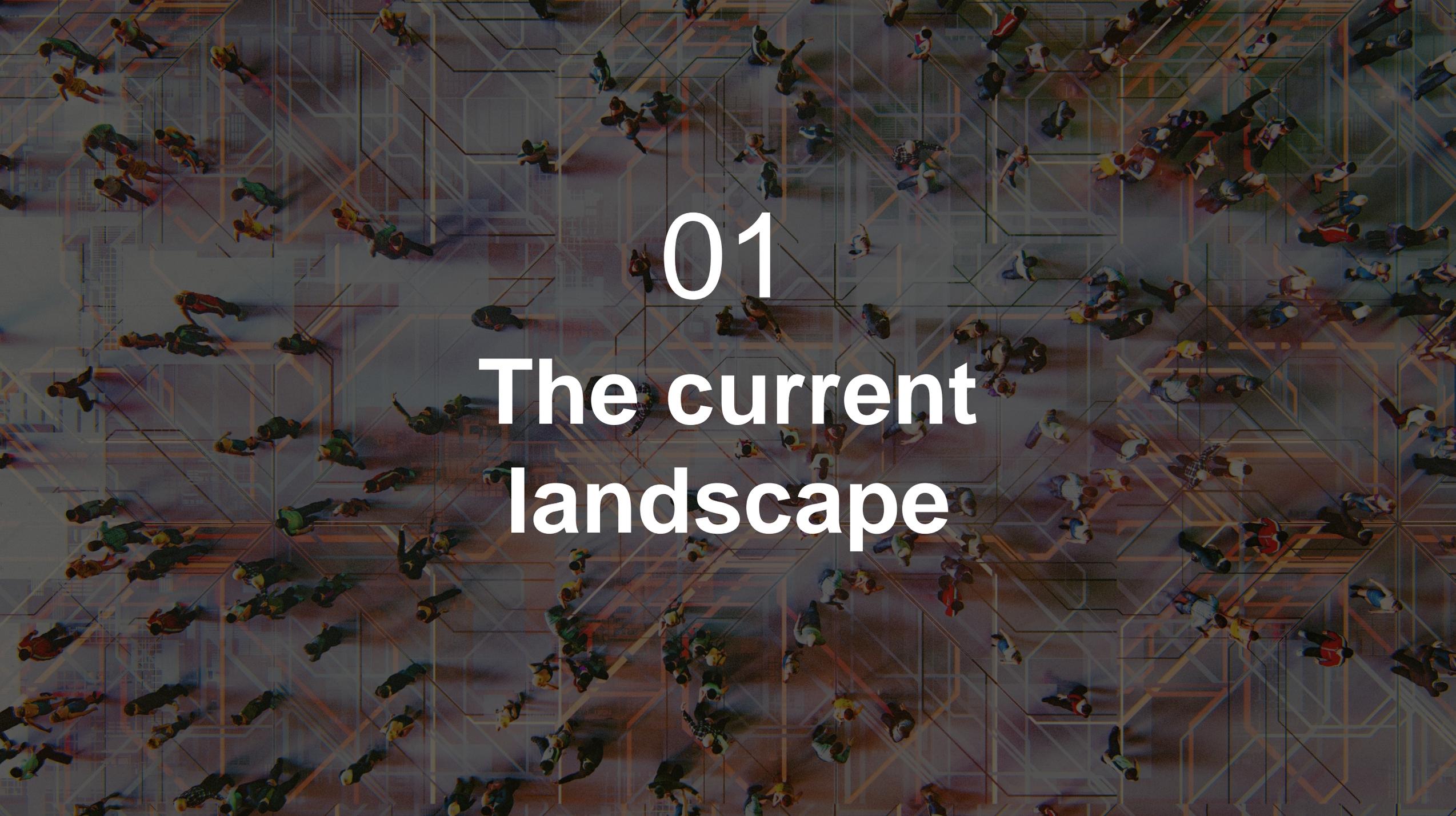
One Hurdle Too Many?

Identify the talent you need quickly,
objectively and fairly

An aerial, top-down view of a large crowd of people walking on a floor with a complex, geometric grid pattern. The grid consists of various colored lines (orange, yellow, grey) forming a network of paths. The people are small, diverse figures in various colors, moving in different directions across the grid.

AGENDA

- 01** The current landscape
- 02** The prevailing approach to talent acquisition
- 03** Future thinking in talent acquisition
- 04** Case study examples

An aerial, top-down view of a large, diverse crowd of people walking on a floor with a complex, geometric grid pattern. The pattern consists of various shapes, including squares, hexagons, and octagons, with lines in shades of grey and orange. The people are scattered throughout the frame, moving in different directions. The overall lighting is somewhat dim, with a blueish-grey tint, and the scene conveys a sense of a busy, modern public space.

01

The current landscape



REC

Recruitment
& Employment
Confederation

Overall, vacancy levels are increasing at the quickest rate for 23 years.

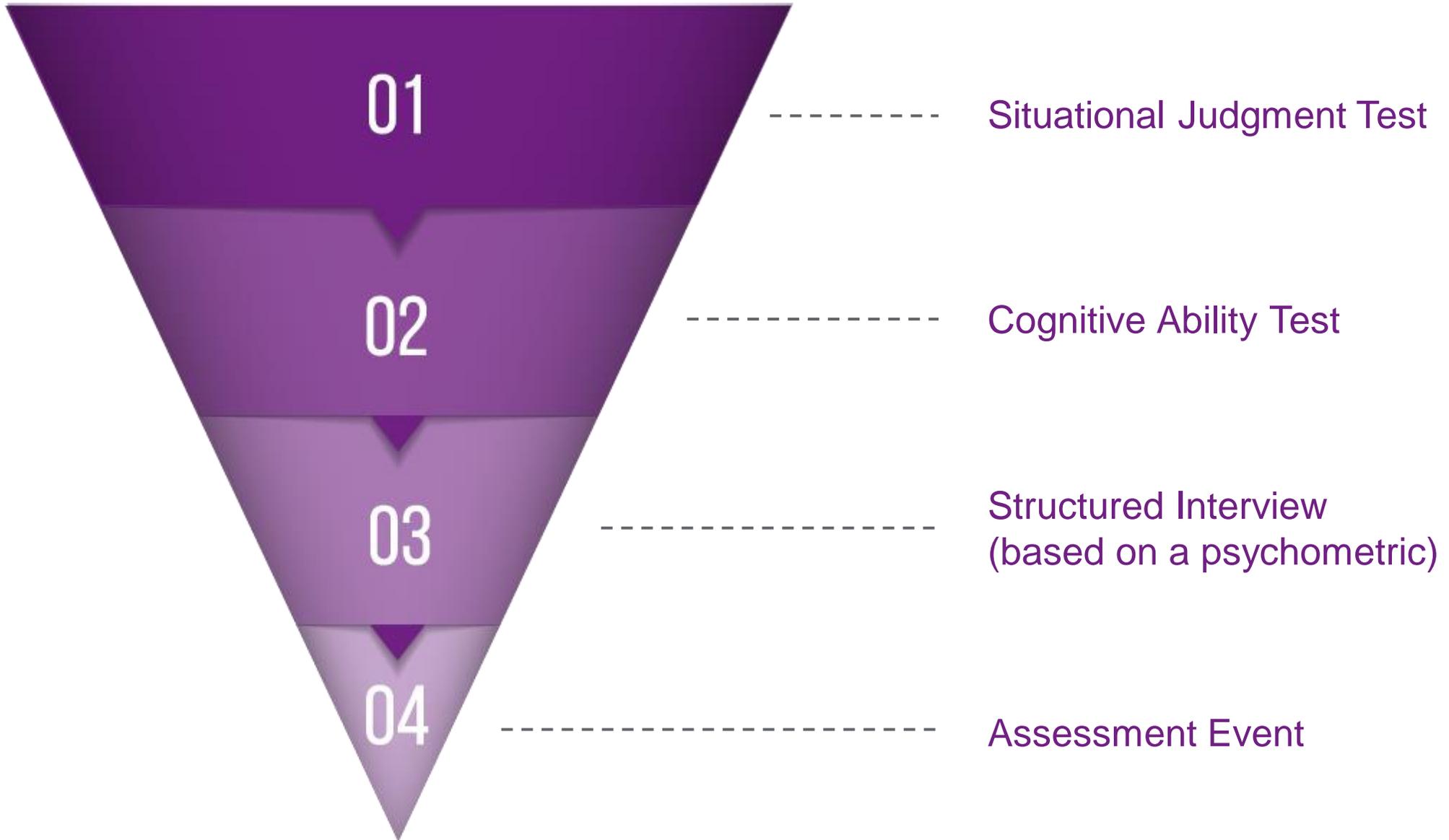
Applicants for jobs are not keeping pace

broadbean
technology

An aerial, top-down view of a large crowd of people walking on a floor with a grid pattern. Overlaid on the grid are glowing, circuit-like lines in shades of blue and orange, creating a digital or technological aesthetic. The people are small, diverse figures in various poses and directions, suggesting a busy, public space.

02

**The prevailing
approach to
talent acquisition**



An aerial, top-down view of a large crowd of people walking on a floor with a grid pattern. Overlaid on the grid are glowing, circuit-like lines in shades of blue and orange, creating a futuristic, technological aesthetic. The people are small, diverse figures in various poses, suggesting a busy, modern environment.

03

Future thinking in talent acquisition

Encouraging trends we are seeing



Single-stage screening



Interactive assessments



Shorter assessments



Client bespoke branding



Communication and explanations include multimedia/video



Dashboards to display different assessment tasks

Helping you hit
the metrics that
matter





Quality

Identify the right people for the
right roles

“In general, high cut-scores and the use of a single criterion or test in shortlisting should be avoided unless there is very strong evidence to support them.”

**Psychological Testing Center guidance for
using online assessment tools for recruitment**

Guidance on the use of cut scores



Cost

Make the most return on your
talent investment

67%

Hiring a 'top performer' over an
'average performer' yields up
to 67% more productivity and
profit

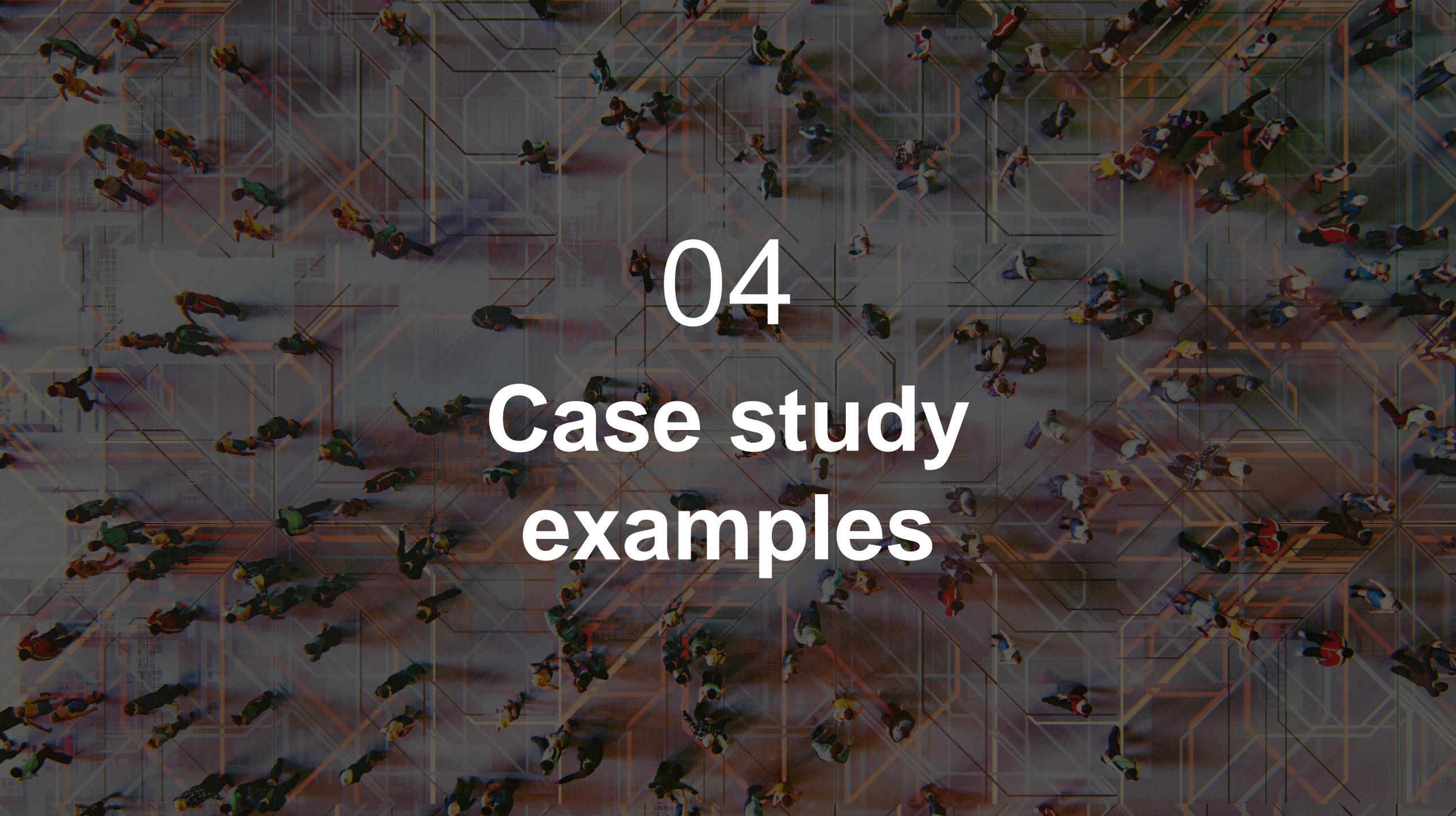
McKinsey & Co.



Diversity & Inclusion

Maintain a diverse applicant pool

Flexibility in selecting the candidates to progress to the next stage

An aerial, top-down view of a large, diverse crowd of people walking on a floor with a complex, geometric, grid-like pattern. The pattern consists of interconnected lines forming various shapes, including hexagons and rectangles, in shades of brown and gold. The people are small in scale, appearing as tiny figures scattered across the vast floor. They are wearing various colorful clothing, and their movements are captured in a way that suggests a busy, public space. The overall lighting is somewhat dim, with a blueish-grey tint, giving the scene a slightly somber or industrial feel.

04

Case study examples

RICOH

imagine. change.

Identifying Top Digital Talent

We partnered with Ricoh to identify individuals who would be suitable for their *Scala* program, a project aimed to address their challenge in recruiting top digital talent.

Our Wave personality, cognitive ability and Workplace English assessments were used in combination.

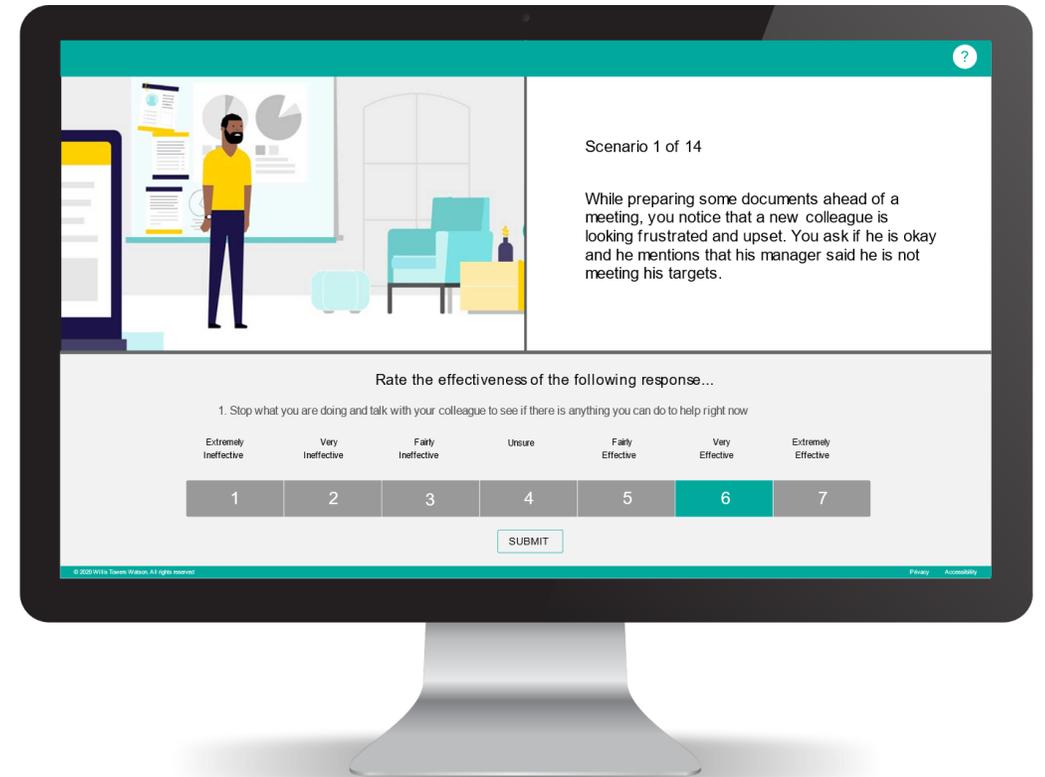


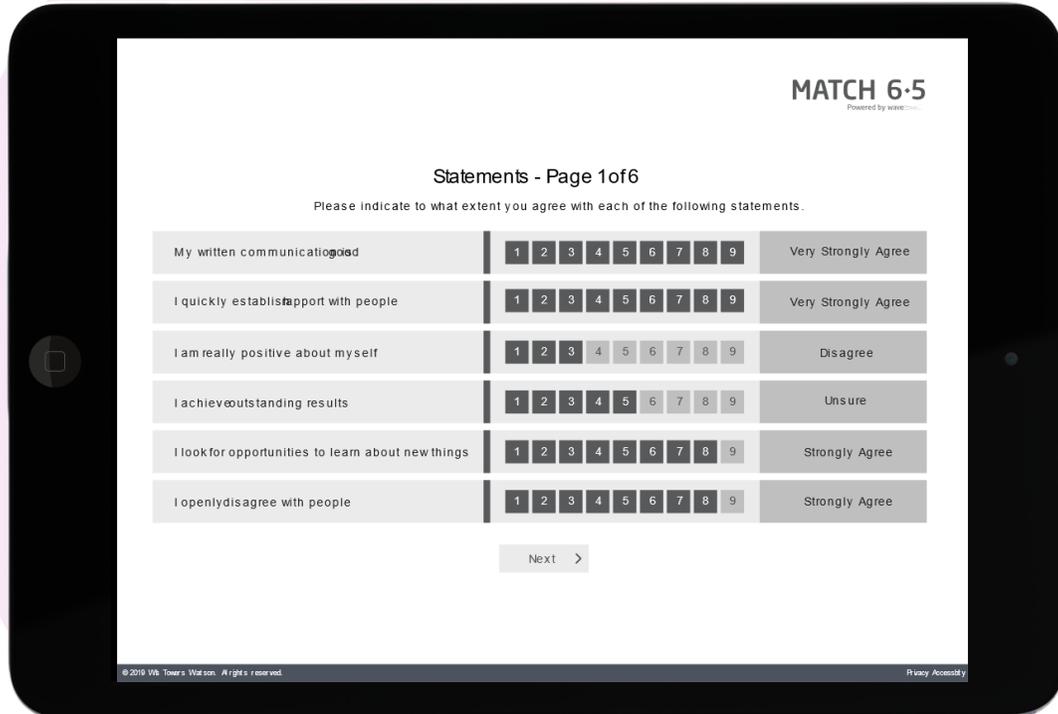
Global Insurance Company

Identifying Top Field Sales Performers

We partnered with our client to create a blended assessment solution - a multimedia SJT and behavioral role-fit questionnaire.

The SJT gives candidates a realistic preview of the role, measures the areas most likely to predict in-role performance, and is fully tailored to showcase the client's brand.

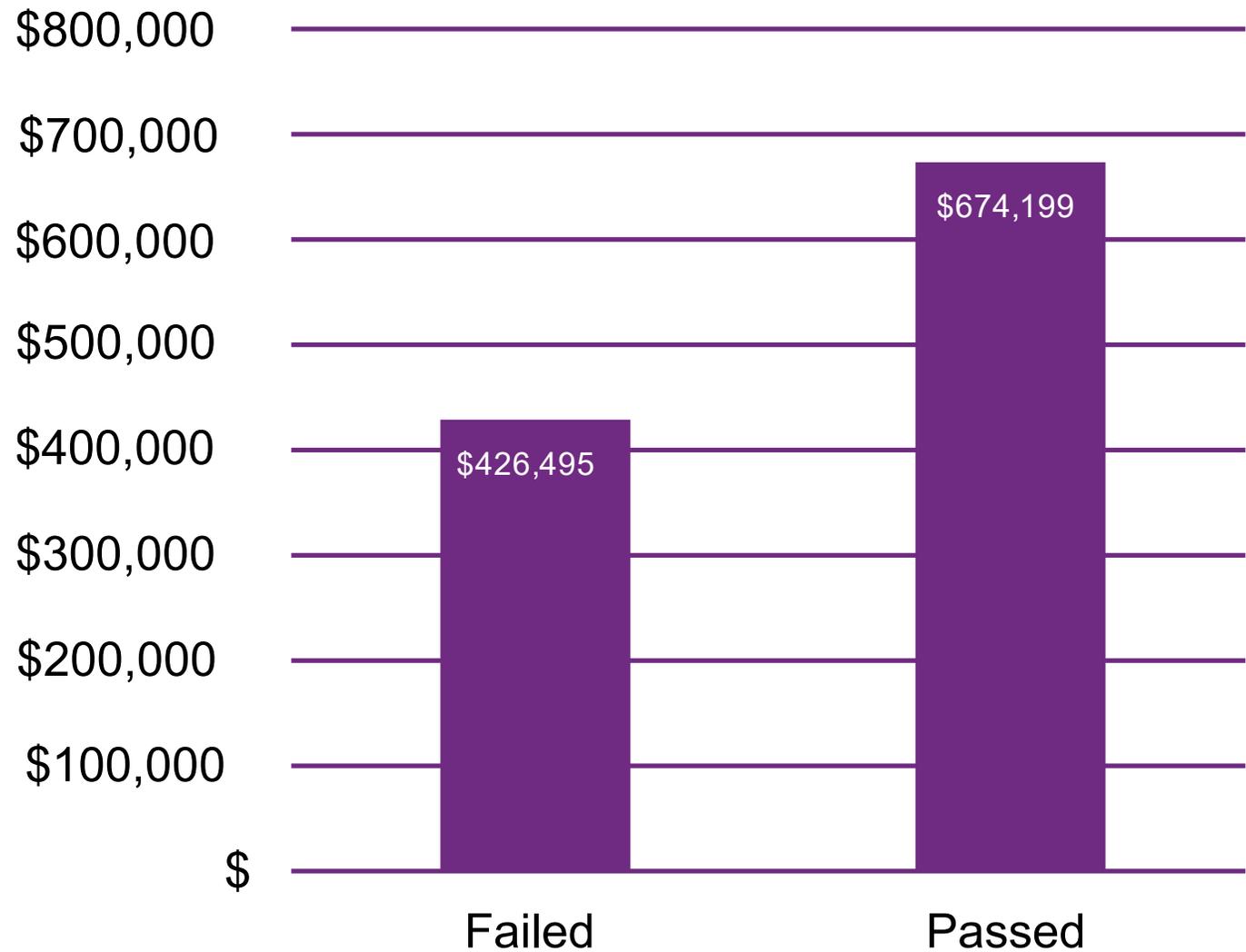




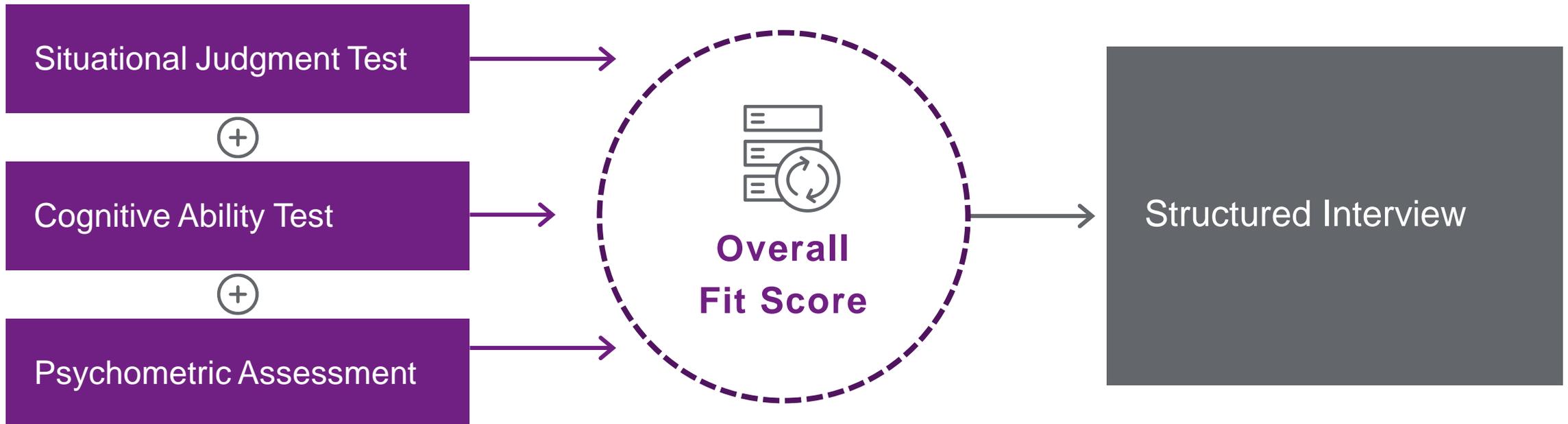
◀ Match 6.5 powered by Wave, a short behavioral tool, measuring critical work areas with extraordinary validity for predicting performance in just six and a half minutes.

The applicant data is passed back to the client with two simple assessment scores, powering quick decision making, underpinned by remarkable reliability.

**Average
Accrued \$
from a
Single Year
of Sales
(n=680)**



An alternative approach

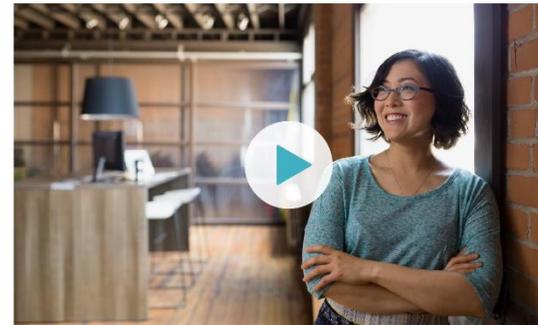


Welcome Chris Park



Hear from our Digital Manager - Beth Cooper

We asked Beth how her experience as a graduate here has shaped her career, and why you should start your career with us as a graduate or intern too.



ZM.digital immersive SJT - Graduate (IA)

 **Status:** Started

 **Completion Time:** Approx 20 minutes

RESUME

Match 6.5 (IA)

 **Status:** Completed

 **Date Completed:** 19 October 2020, 15:02

VIEW REPORT

Swift Executive Aptitude-RX (IA)

 **Status:** Created

 **Completion Time:** Approx 18 minutes

 **Materials:** Pen, Paper, Calculator

PRACTICE TEST

START

An aerial photograph of a large crowd of people walking on a paved area with a grid pattern. The image is dark and serves as a background for the title.

SUMMARY

To set your process apart in a crowded field

- ✔ Focus on creating one engaging event rather than managing a number of stages.
- ✔ Collect all the data you need to help you make an accurate, objective and fair decision.
- ✔ A simple change can help you achieve against all of the areas of return on investment.

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