

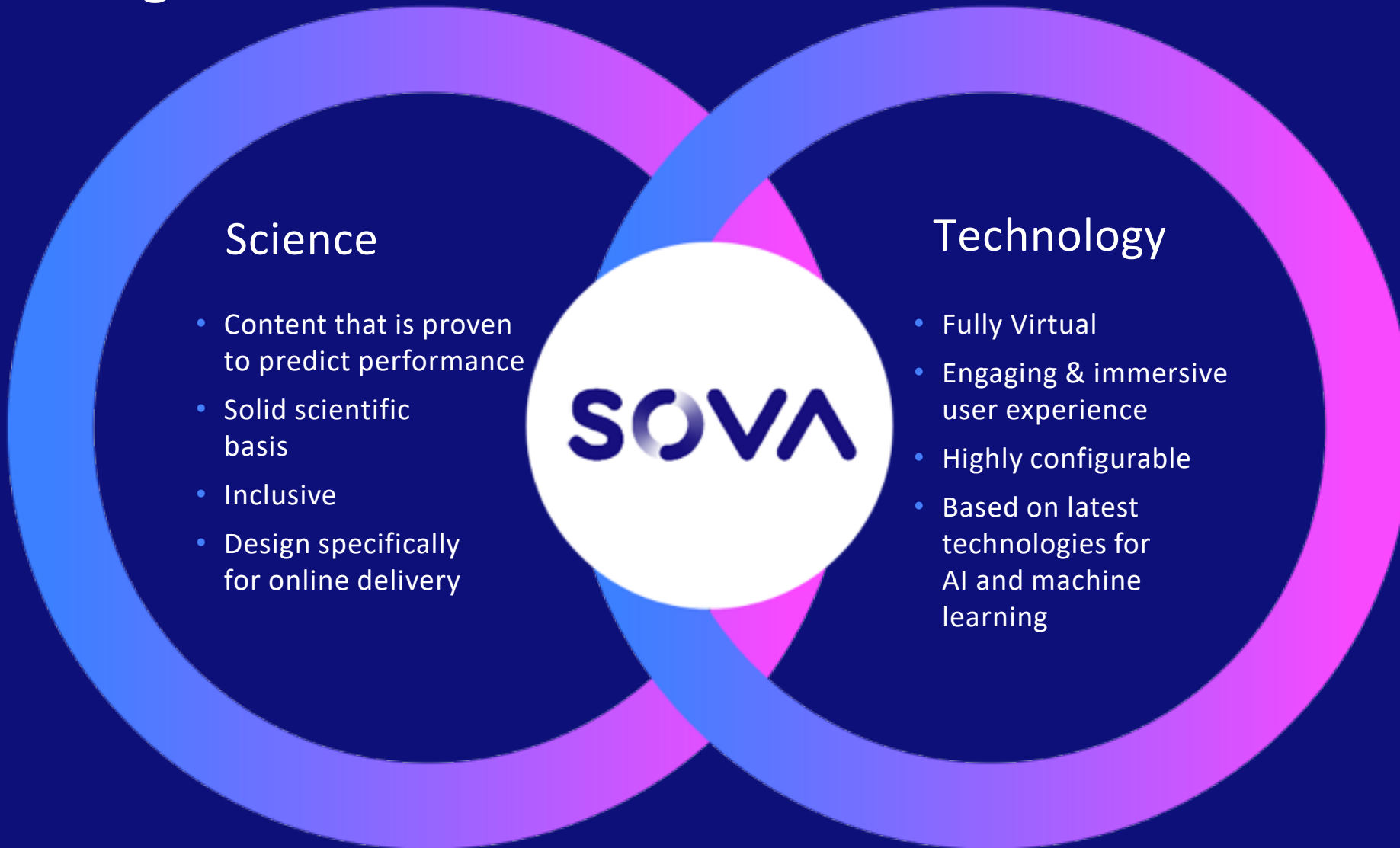
# Unilever Assessment Overview

02.07.2021

SOVA



# Introducing Sova



# Unified Assessment Platform

Unified Candidate Experience

Robust & Inclusive  
Psychometrics

One-way Video  
Interview

Live two-way  
Interviews &  
Virtual  
Assessment  
Centres

360 Degree  
Surveys &  
Leadership  
Assessments

Predictive Analytics

# Delivering enhanced outcomes



## EFFICIENCY



Improved final stage conversion ratio from **1:3 to 2:3**



Reduced cost by **30-40%**



## Prediction



Accurately identifying **89% of high performers**



**2x better** at identifying high potential candidates



## Diversity & Inclusion



Inclusive intake: **50/50 gender balance achieved**



Demonstrated **balanced selection** by gender and ethnicity



## Candidate Experience



**92%** of candidates find process engaging & Relevant



Completion rates up **68%** and time to hire reduced from **11 to <2 days**

# Our clients

Financial Services	Legal, Accounting & Consulting	Public Sector	Pharma, Food, Energy & Medical	Retail & Travel
          	       	        	         	       



# Assessment Overview

SOVA

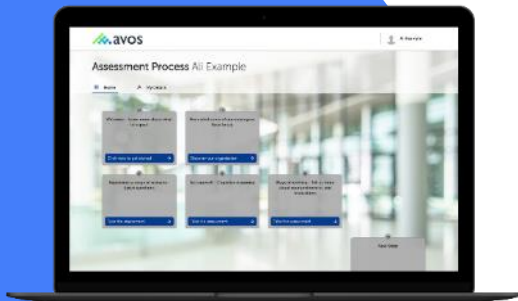


# Supporting the end-to-end selection process

01

## Candidate Homepage

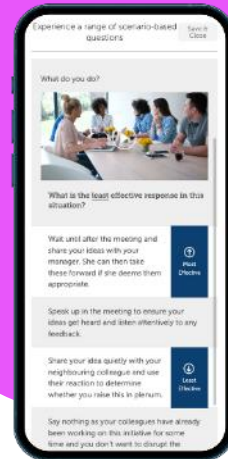
Interactive multimedia  
homepage providing  
briefing instructions  
& guidance



02

## Whole-Person Assessment & One Way Video Interview

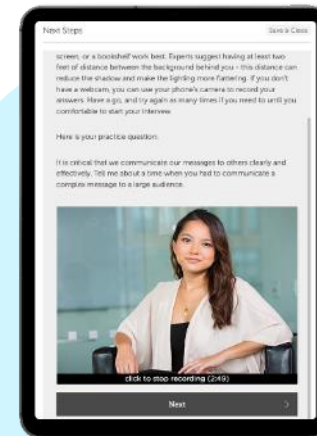
One assessment measuring all the factors  
that drive success – personality, cognitive  
& situational judgment. Fast, efficient  
and accurate screening.



03

## Virtual/In-Person Final stage

Live two way interviews & full  
AC content (Role Plays, Group  
Exercise etc)



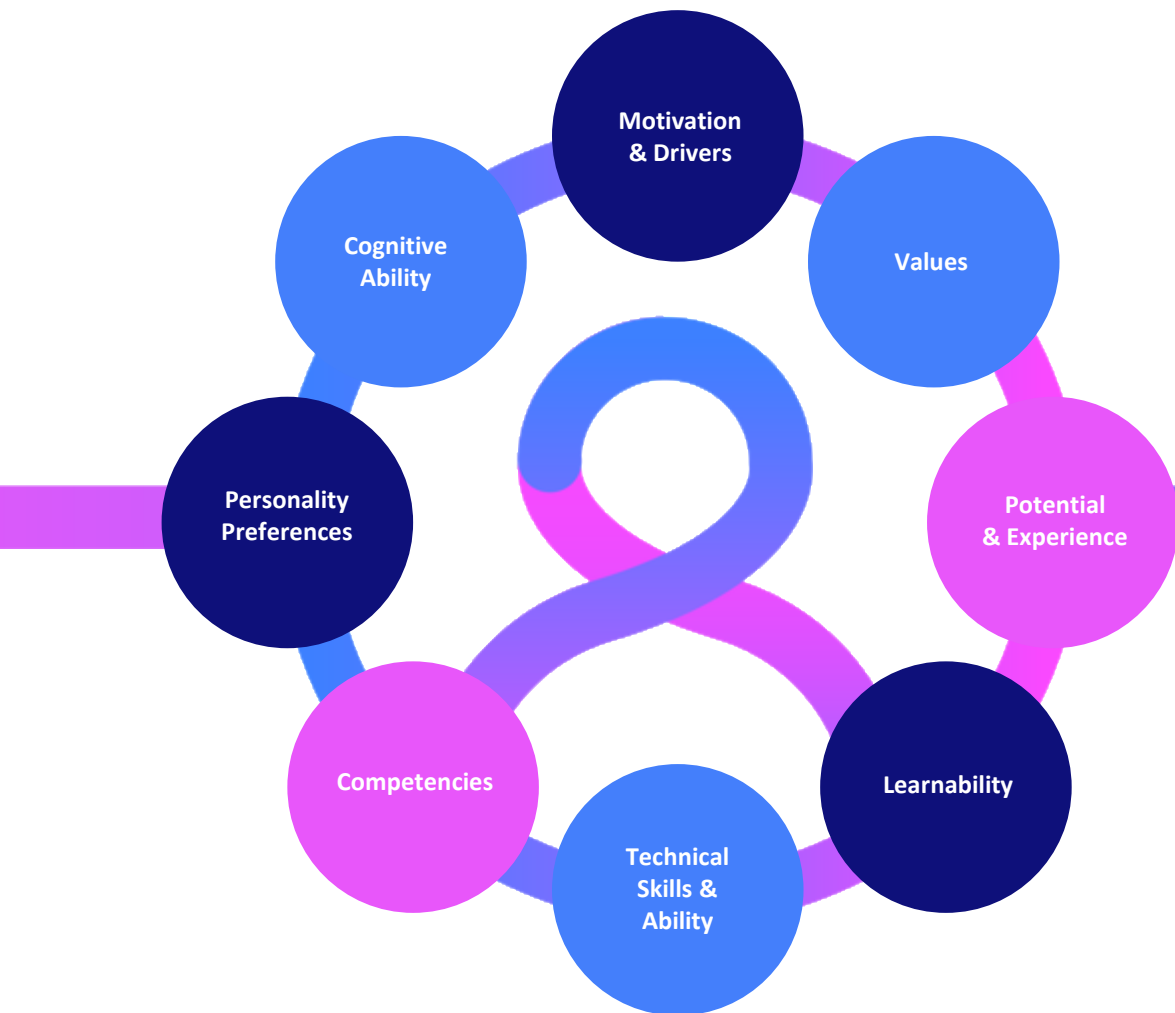
04

## Automated Scoring & Feedback

Reports for recruiters and  
candidates, fully automated,  
saving time, improving  
decisions.



# What are we measuring?



- Sova will work with you to identify the key criteria to measure within your selection process.
- Our blended approach to assessment measures situational judgement, personality and ability in one assessment to achieve a whole person view.
- Everything is personalised and configured to fit the unique needs of your organisation.
- A variety of formats, including video, animation, brand imagery and immersive content to keep candidates engaged and informed.



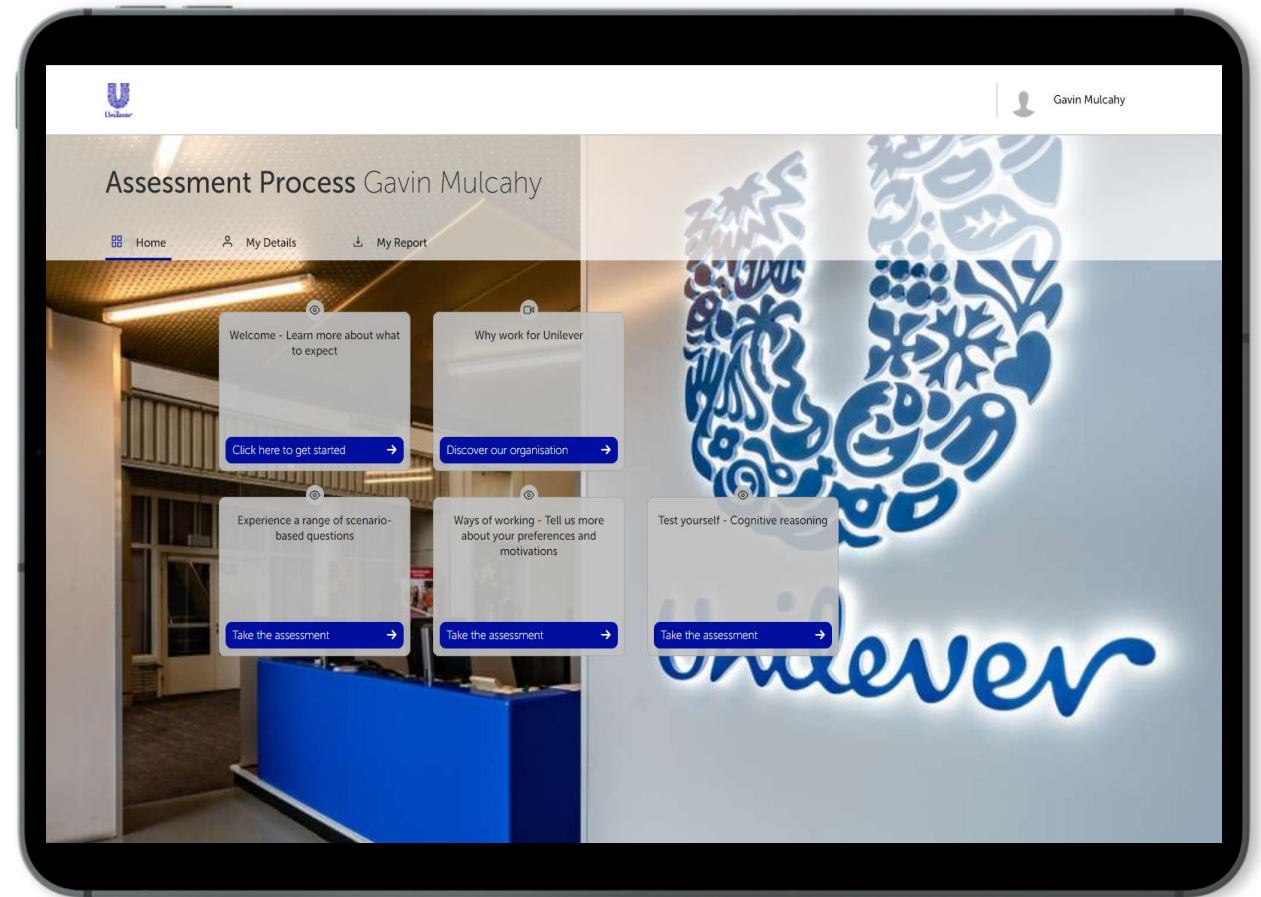
# Candidate interface

An interactive homepage where candidates can access different activities by clicking hotspots, for example:

- Watch a Welcome video
- Complete assessments
- Take a video interview
- Access a Realistic Job Preview
- Upload a CV or other info
- Start AC pre-work
- Complete an AC exercise

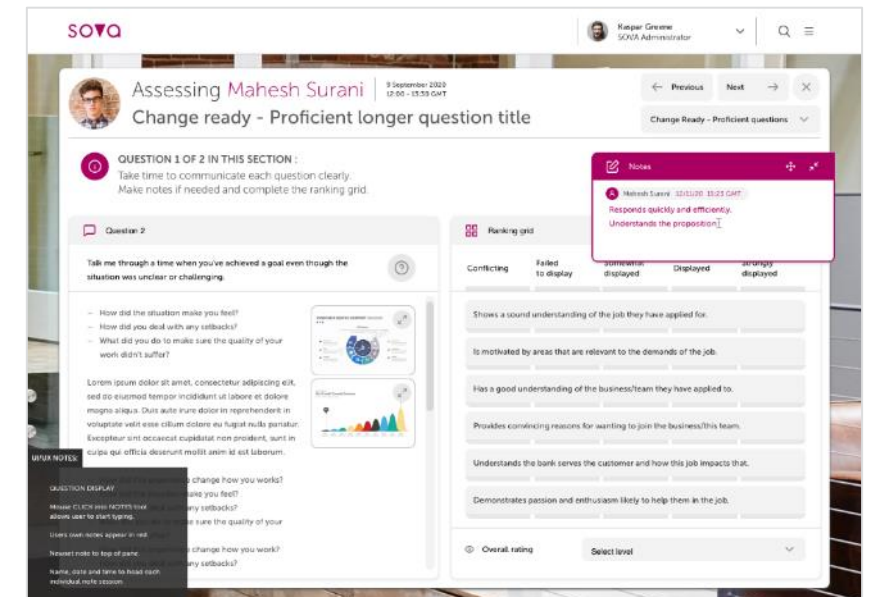
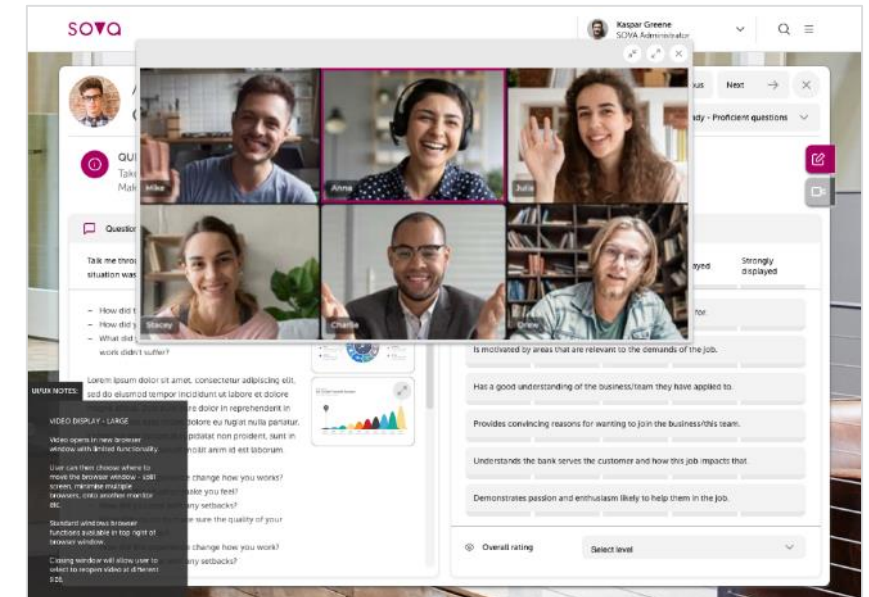
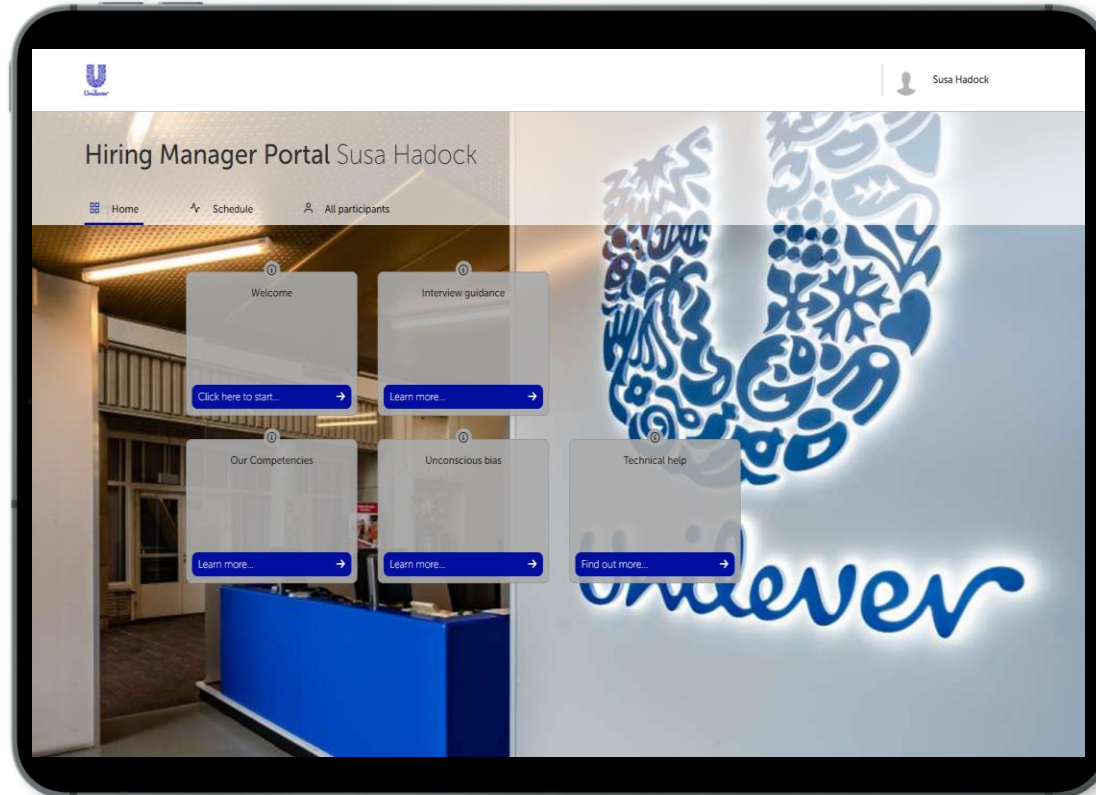
Use of multi-media creates an engaging experience.

Candidates can select areas to complete in their own time and some sample content is shown on the following slides.



# Live two-way Interviews or ACs

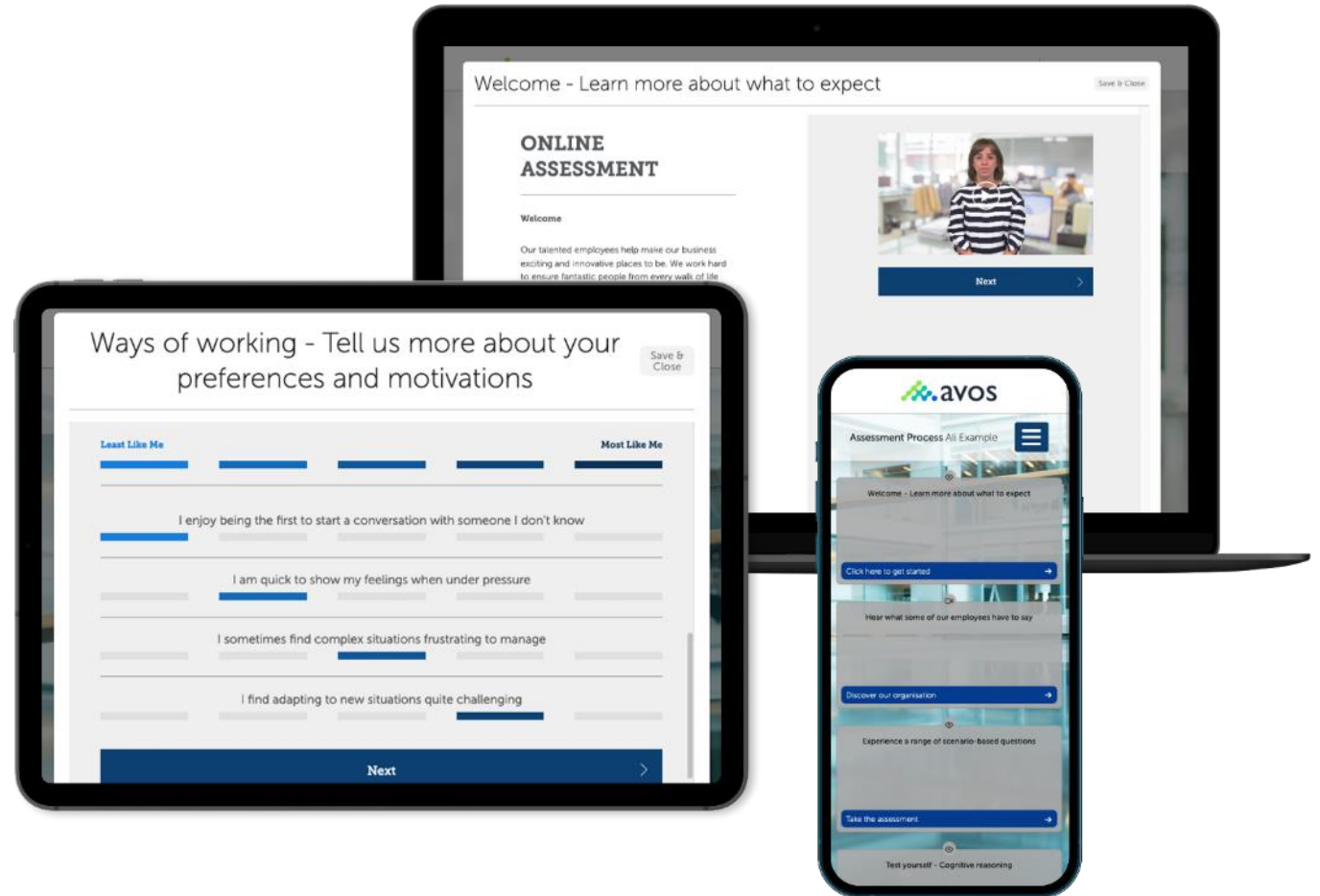
The Sova platform can be used to support the final stage of your selection process e.g. In Person or Fully Virtual final stage two-way interviews or Assessments centres (role plays, case studies etc).



# Multiple devices & mobile enabled

## Our Platform is:

- Built for mobile – **Mobile First**
- Fully mobile-responsive to any screen size
- Candidates can access assessments using any supported browser on a mobile, tablet, or computer
- Require no downloads
- Requires a low minimum Bandwidth of 1Mbps



# Data insights and analytics

SOVA





# Demo Dashboard Controls

Project timezone: Europe/London

⚙ Controls

📅 Phases

👤 Participants

📋 Assessors

📊 Results

📅 Schedule

## Results Dashboard

View individual results for each phase activity in this project.

☰ Actions

Search participants by name or label:



DAC session date



Advanced filters



Sort by  
Most recently added

<input type="checkbox"/>	Participant	Personality Assessment	Numerical Reasoning Assessment	Logical Reasoning Assessment	Verbal Reasoning Assessment	BEI Interview	Role Play	Business Case	Competency Total	Potential	Global Mindset	Recommendation	Status	Actions
<input type="checkbox"/>	Felix Gaits	✓	97.0	2.0	97.0	1.0	3.0	3.5	2.6	1.5	1.0	No	★ ✓	⋮
<input type="checkbox"/>	Marco Permuni	✓	2.0	97.0	49.0	1.0	4.5	5.0	3.2	5.0	2.0	Maybe	✓ ✓	⋮
<input type="checkbox"/>	Alex Abrun	✓	97.0	97.0	49.0	5.0	1.0	3.0	2.9	4.0	2.7	Yes	✓ ✓	⋮
<input type="checkbox"/>	Sam Roberts	✓	2.0	97.0	2.0	3.0	3.0	2.2	2.3	3.5	2.0	Maybe	✓ ✓	⋮
<input type="checkbox"/>	Kevin Skit	✓	97.0	97.0	97.0	5.0	5.0	5.0	4.3	5.0	3.3	Yes	✓ ✓	⋮
<input type="checkbox"/>	Sandeep Deepen	✓	2.0	2.0	49.0	3.0	5.0	5.0	3.8	3.0	2.7	Yes	✓ ✓	⋮
<input type="checkbox"/>	Sara Poli	✓	49.0	49.0	49.0	3.0	5.0	5.0	3.8	4.0	2.7	Yes	✓ ✓	⋮
<input type="checkbox"/>	Sandy Shore	✓	2.0	49.0	97.0	5.0	3.0	1.0	2.2	2.0	2.0	No	✓ ✓	⋮
<input type="checkbox"/>	Fitzwilliam Darcy	✓	2.0	97.0	84.0	4.1	4.4	3.9	4.0	4.4	4.0	Yes	✓ ✓	⋮



# Demo Dashboard Controls

Project timezone: Europe/London

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## Results Dashboard

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<input type="checkbox"/>	Alex Abrun		97.0	97.0	49.0	5.0	1.0	3.0	2.9	4.0	2.7	Yes		
	OWNERSHIP					5.0		3.0	4					
	Execution							3.0	3					
	Proactivity					5.0			5					
	SIMPLIFICATION					5.0		3.0	3					
	Decision Making							3.0	3					
	Adaptability					5.0		3.0	4					
	HUMAN TOUCH					5.0	1.0	3.0	1					

Items per page: 10

1 – 9 of 9

< > >>

73.0%

Participants have passed  
of those that have completed all activities

85.0%

Have completed all activities  
of all invited participants

6.5

Lowest score  
of all pass grade participants



Inactivity



Completion rate



Status analysis



Pass rate



Overall scores



Competency scores



Participant velocity



Feedback

Show:

Numbers

Percentages

Display for:

Activities

Phases

Project

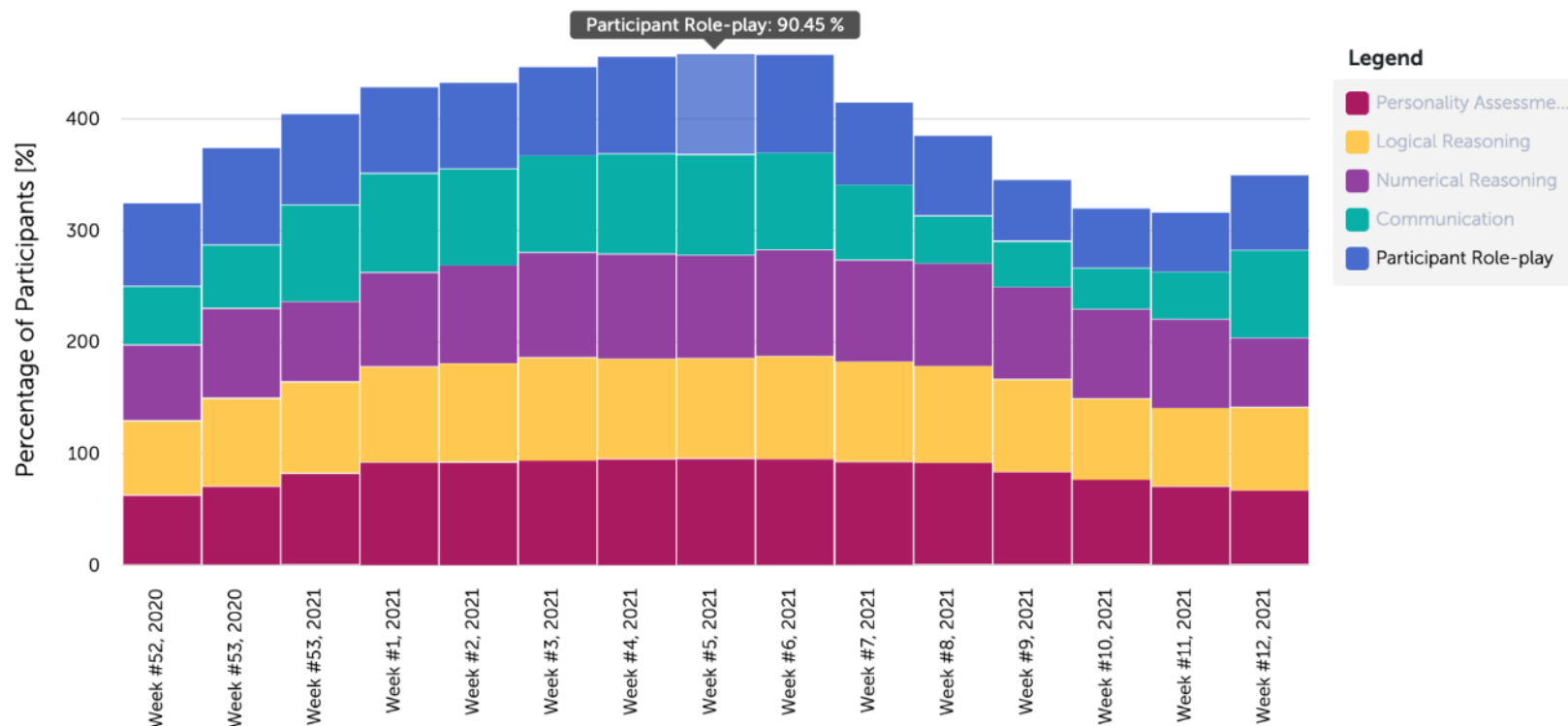
Frequency:

Daily

Weekly

Monthly

Participants that have completed their activities, phases or project in the selected timeframe



## Filter and customise report

Time interval:

Overall

Type to search existing labels ...

... or select from recently used ones: DC October 2020

DC managers October 2020

DC Generali Managers 2020 GIA&WM

GIA&WM

Dc Generali Manager

T&T

International

DC Generali Senior Manager 2020

Type to search existing teams ...

Update



73.0%

Participants have passed  
of those that have completed all activities

85.0%

Have completed all activities  
of all invited participants

6.5

Lowest score  
of all pass grade participants



Inactivity



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Feedback

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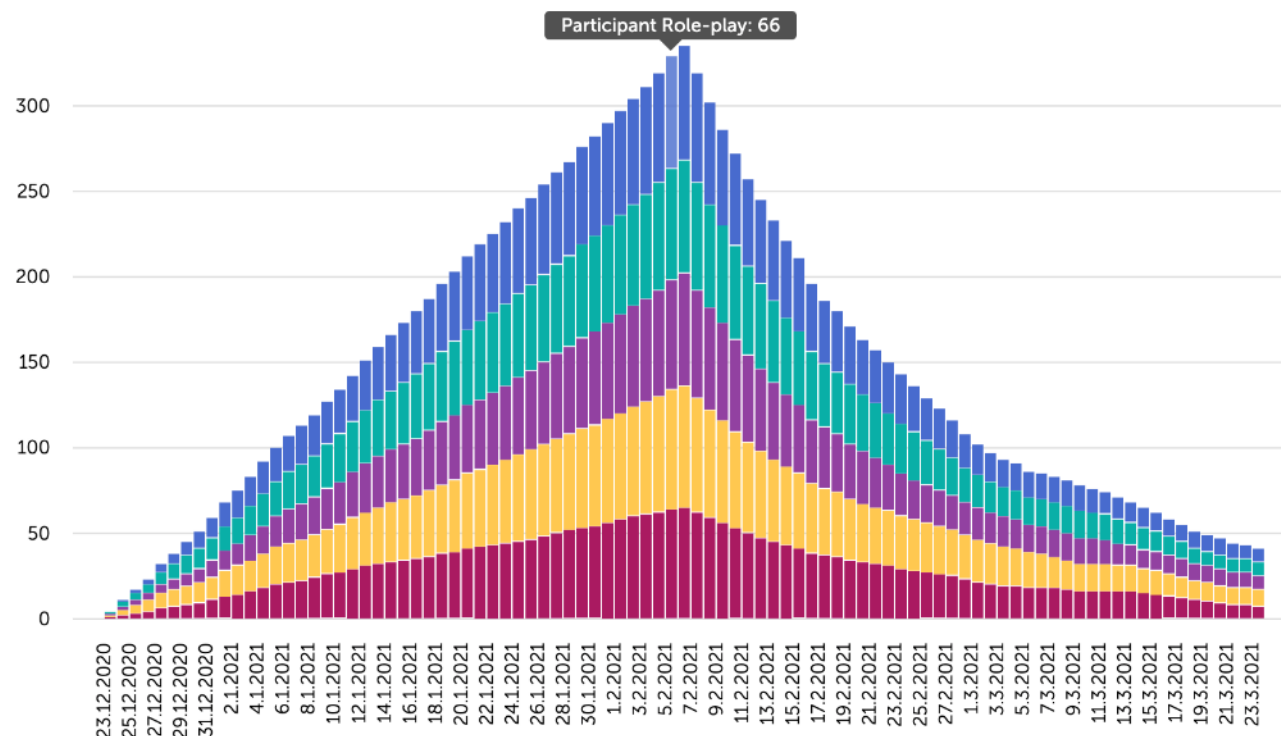
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DC managers October 2020

DC Generali Managers 2020 GIA&WM

GIA&WM

Dc Generali Manager

T&E

International

DC Generali Senior Manager 2020

Type to search existing teams ...

Update



# Project SOVA Overview

Welcome back Kaspar!  
Get up to date on your project with  
these recent stats and results...

Edit

Overview

Controls

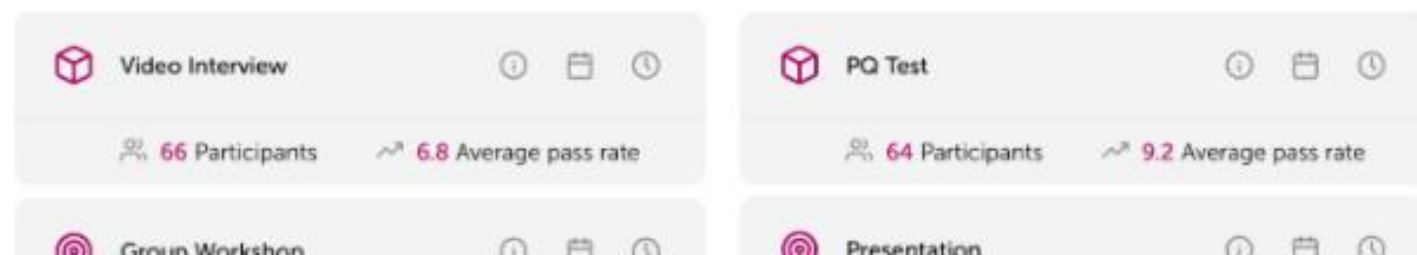
## Gender review



## Project timeline: This month



## Activities: By project order



## Labels: Most popular



# Project SOVA Overview

Welcome back Kaspar!  
Get up to date on your project with  
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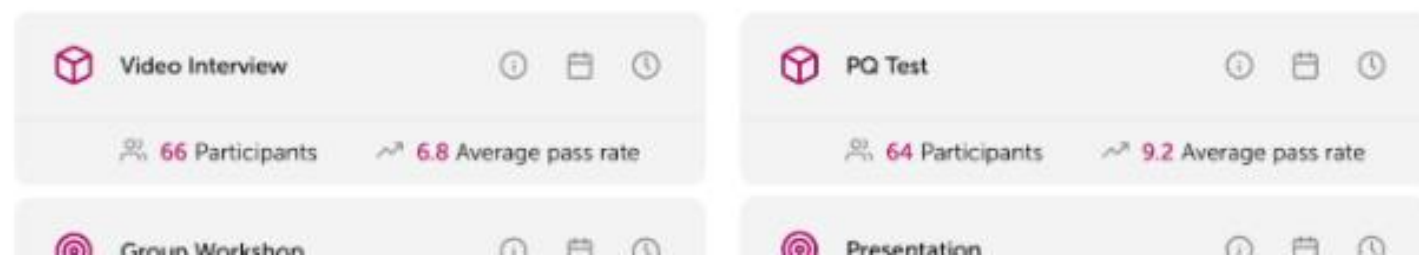
## Ethnicity review



## Project timeline: This month



## Activities: By project order

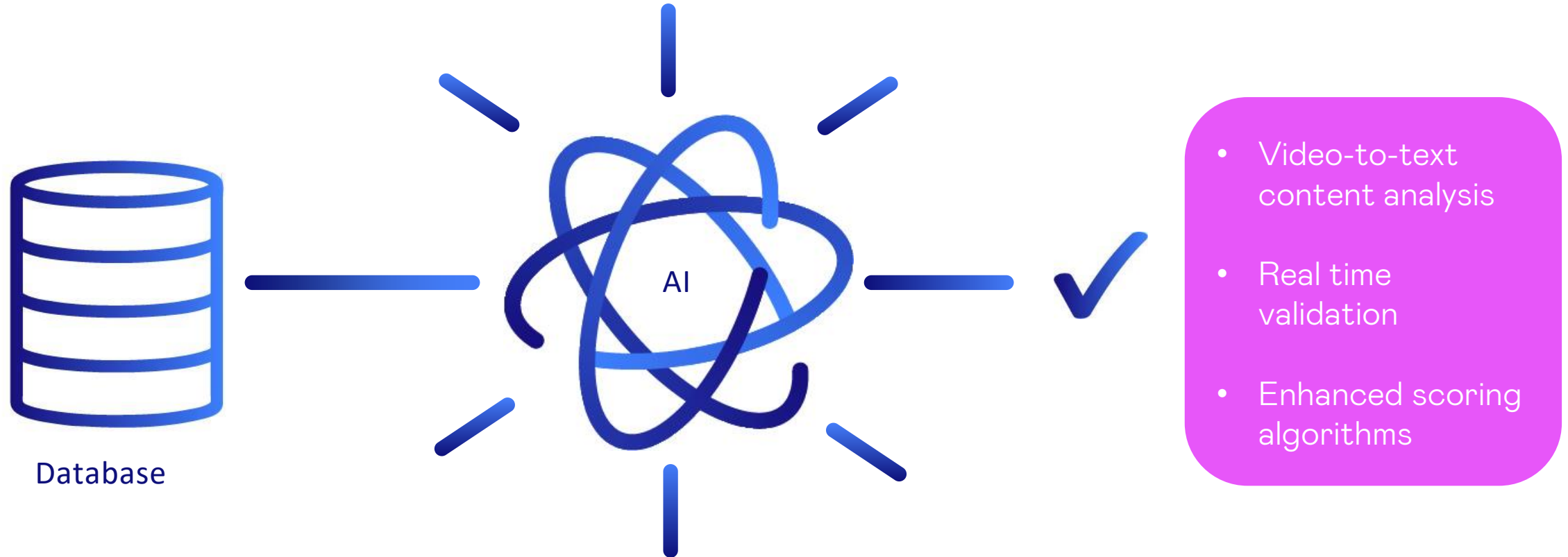


## Labels: Most popular

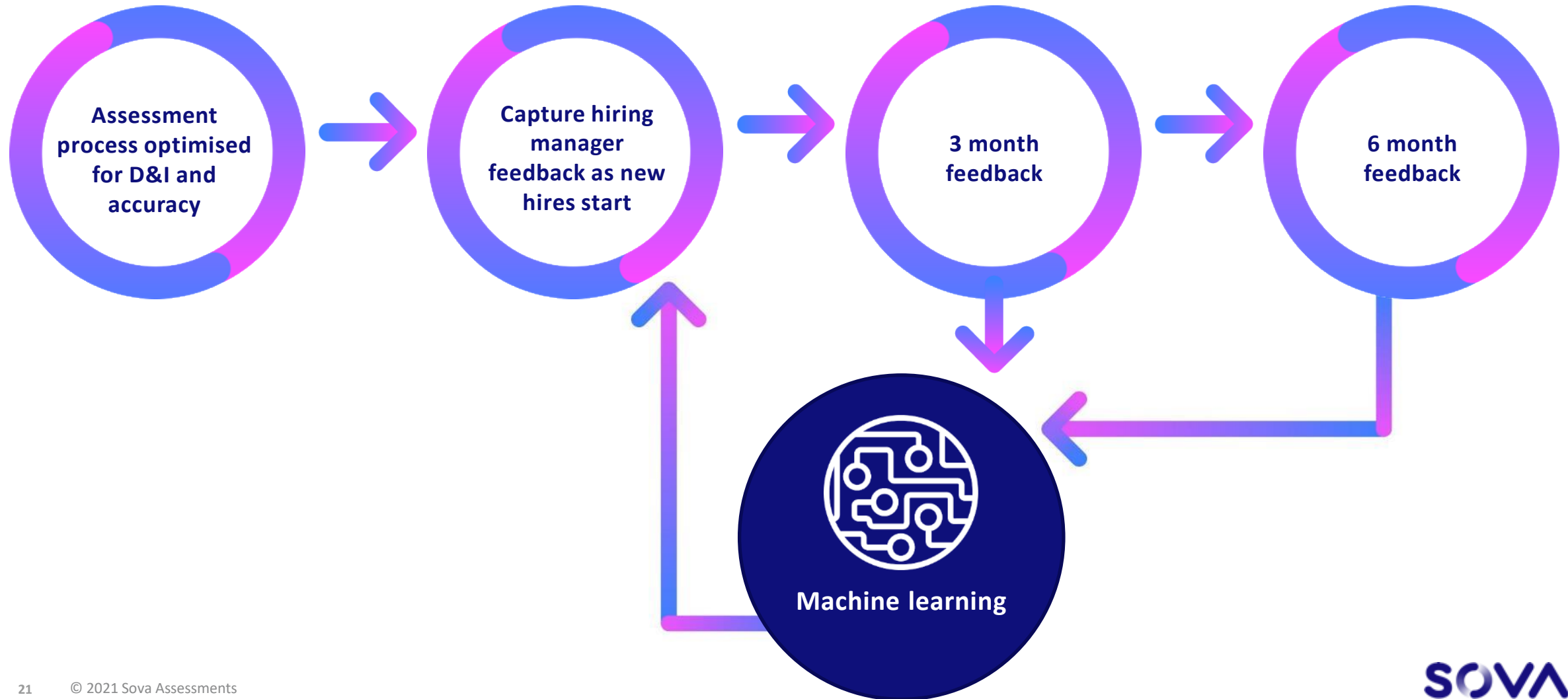




# AI in our assessments



# Enhanced scoring algorithms & real-time optimisation of hiring decisions



# Diversity and Inclusion

SOVA

# A roadmap for a fair assessment



**Stage 1: Carefully consider what good looks like**  
Take a wide lens and maximise opportunities for diversity.



**Stage 2: Fair assessment methods**  
Objective techniques that are inclusive by design.



**Stage 3: Real time D&I metrics**  
Holistic data insights that are monitored as they are captured.



**Stage 4: Intelligent analytics**  
Interrogate all assessment data to identify the root cause of issues and make improvements.

# Our four principles for Diversity and Inclusion

All our processes and assessments are designed to remove the adverse impact often experienced by certain demographics of candidate populations. Irrespective of gender, socio-economic background, education, race etc. all candidates have the same opportunity to perform at their best.



**W3C  
Platform**

**Assessment  
format**

**Assessment  
design**

**Ongoing  
optimisation**

We achieve 50:50 gender balance and Zero adverse impact

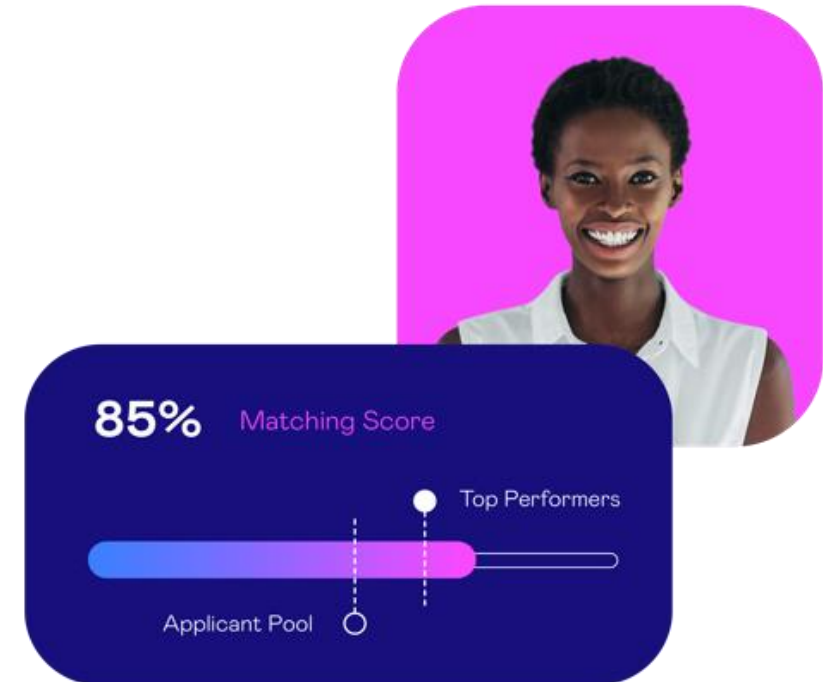


# 1. Platform –W3C compliant

W3C guidelines make content more accessible to a wider range of people with disabilities, including accommodations for blindness and low vision, deafness and hearing loss, limited movement, speech disabilities, photosensitivity, and combinations of these, and some accommodation for learning disabilities and cognitive limitations.

## We meet the following W3C criteria:

- ✓ **Colour use** – we ensure colour use and contrast is not disadvantageous to people with visual impairments
- ✓ **Images** – clear and correctly sized and positioned with text alternatives
- ✓ **Text size** – clear, with control for the user to re-size up or down
- ✓ **Audio and video control** – candidates have audio and video control if required
- ✓ **Screen resizing** – can be re-sized as per the candidate's requirements and within their control
- ✓ **Content** – is relevant and positioned correctly, with page headers and titles
- ✓ **Spacing** – all spacing is clear
- ✓ **User navigation** – is intuitive and requires no familiarity training
- ✓ **Page linearisation** – to allow a screen reader to work effectively
- ✓ **Reading level** – instructions are clear and provided to a basic reading level. No jargon, no idioms or acronyms
- ✓ **Clutter free** – any distractions removed. Style and white space separate content and direct the user's attention as appropriate
- ✓ **Users control** – users have a lot of control over the platform's behaviour. No time limits on content or automatic refreshes



## 2. Assessment Format



### Blended approach

We recommend a combination of question types together in one single test as it has been found to greatly mitigate adverse impact compared to traditional tests, whilst giving sharp and focused prediction of the key qualities and characteristics that will lead to successful job performance.

We have numerous client examples where we have implemented blended online assessment solutions where we have found zero adverse impact effect as a direct result.

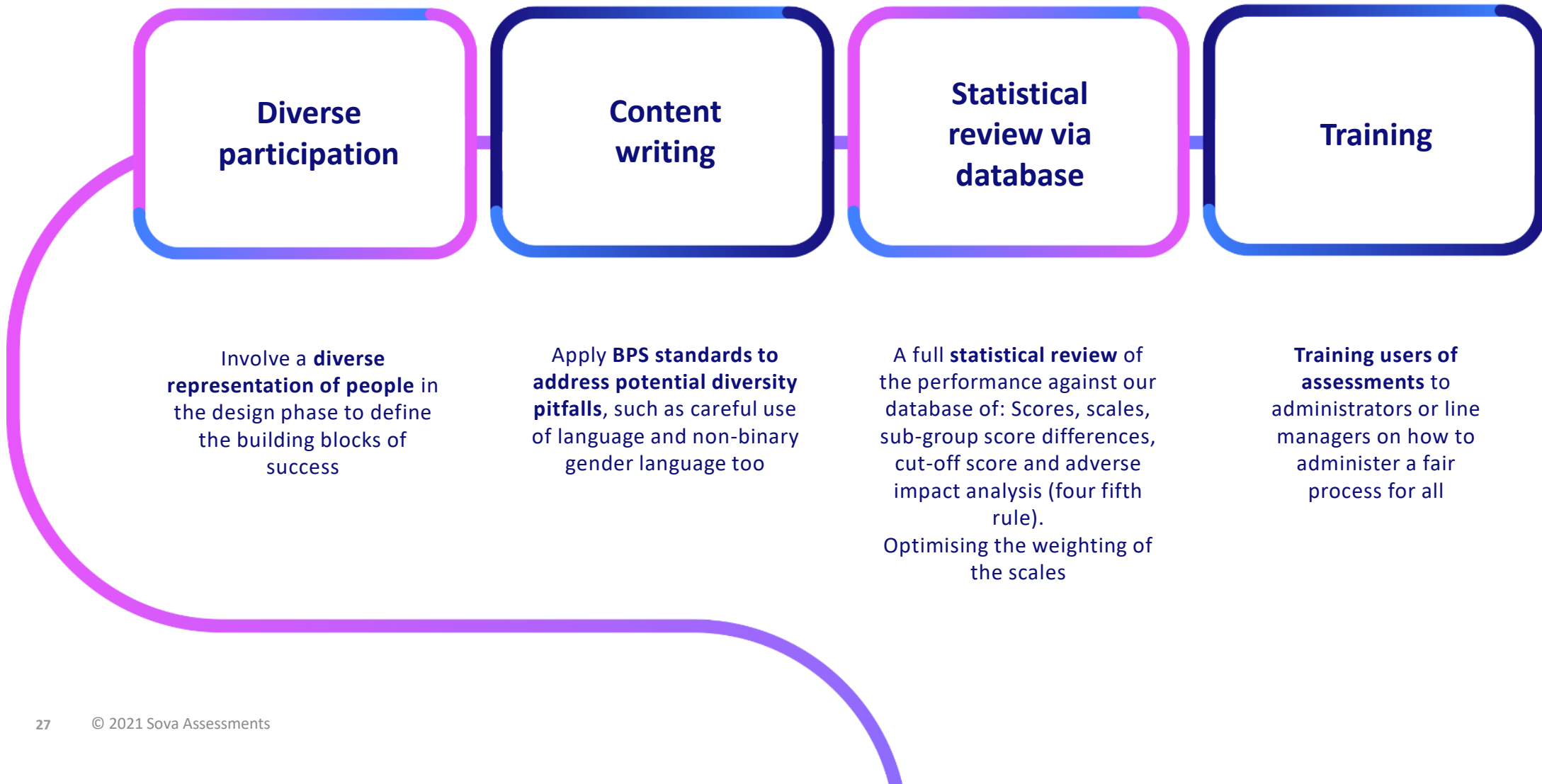


### No test timers

We have no 'test timer' in the cognitive ability to overcome gender differences that often exist. Research shows that men's and women's responses differ to stress and therefore the presence of a countdown timer within traditional ability tests are different.

We believe this 'time limited' approach directly contributes to the levels of adverse impact often seen in ability tests.

### 3. Assessment and report design



### 3. Choice of language

Non-binary gender language use in assessments and reports:

#### Masculine / Old fashioned

these are words more suitable for the old fashioned and stereotypical alpha males (and females) archetype – to be used in moderation if at all.

---

Hierarchy	Prestige	Defend
High-profile	Boasting	Dominant
Aggressive	Self-reliant	Driven
Hostile	Superior	Forceful
Ambitious	Competitive	Headstrong
Assertive	Strong	
Outspoken	Decisive	
Audacious	Robust	

#### Feminine/ Old Fashioned

these are words more suitable for the old fashioned and stereotypical traditional female archetype – to be used in moderation.

---

Nurture	Trust
Collaborate	Considerate
Collective	Empathic
Support	Flexible
Community	Inclusive
Together	Interdependent
Compassion	Interpersonal

#### Neutral/ Human

these are words belong to no stereotypes but are positive qualities of all human beings. They are meta-gender and meta-personality – can be used as required.

---

Intuitive	Connect	Quality
Breadth	Logic	Excellent
Broadening	Courageous	Responsible
Build	Curious	Responsive
Commitment	Presence	Independent
Insight	Empathic	
Confident	Enthusiastic	
Intellect	Establish	

## 4. Ongoing Optimisation

### Ongoing Optimisation



This includes periodically reviewing fairness metrics to check they remain balanced



### Refine and continually improve

Adjusting assessment content and/or scoring for maximum effect. Reviewing norms and effects of cut-off scores on groups

SOVA's future focus is on harnessing the power of technology to create on demand dashboarding of the fairness metrics that allows real-time monitoring and ongoing adjustments



# Summary



# Questions?



SOVA