

Introducing the Candidate Assessment Tool

Science

- Content that is proven to predict performance
- Solid scientific basis
- Inclusive
- Design specifically for online delivery

Technology

- Fully Virtual
- Engaging & immersive user experience
- Highly configurable
- Based on latest technologies for AI and machine learning

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%**

Diversity & Inclusion

- Inclusive intake: **50/50 gender balance achieved**
- Demonstrated **balanced selection** by gender and ethnicity

Prediction

- Accurately identifying **89% of high performers**
- **2x better** at identifying high potential candidates

Candidate Experience

- **92%** of candidates find process engaging & Relevant
- Completion rates up **68%** and time to hire reduced from **11 to <2 days**

Assessment Overview

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?

- Personality Preferences
 - Competencies
 - Technical Skills & Ability
 - Learnability
 - Potential & Experience
 - Values
 - Motivation & Drivers
 - Cognitive Ability
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- The Candidate Assessment Tool 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 Candidate Assessment Tool 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

AI in our assessments

- Video-to-text content analysis
- Real time validation
- Enhanced scoring algorithms

Enhanced scoring algorithms & real-time optimisation of hiring decisions

Assessment process optimised for D&I and accuracy -> Capture hiring manager feedback as new hires start -> 3 month feedback -> 6 month feedback <- Machine learning

Diversity and Inclusion

A roadmap for 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.

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

Diverse participation

Involve a **diverse representation of people** in the design phase to define the building blocks of success

Content writing

Apply **BPS standards to address potential diversity pitfalls**, such as careful use of language and non-binary gender language too

Statistical review via database

A full **statistical review** of the performance against our database of: Scores, scales, sub-group score differences, cut-off score and adverse impact analysis (four fifth rule).
Optimising the weighting of the scales

Training

Training users of assessments to administrators or line managers on how to administer a fair process for all

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.

Feminine / Old Fashioned

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

Neutral / Human

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

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

The Candidate Assessment Tool'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

Digital & Virtual, End to End
Engaging candidate experience
Real time data insights
Psychometrically Robust & Predictive
Easy of use and efficiency
Optimises diversity & inclusion