



Workforce Insights

Why Employers Use Assessments

Workforce Intelligence Will Change the Way Companies Define and Manage Their Workforce

Dennis W. Koerner, Ph.D.

Introduction

Choosing the right person for the job has long been a problem that many employers have struggled to address. Poor selection may have disastrous consequences for both the employee and the organization. From the organization's perspective, the cost of hiring and training an inappropriate candidate can be very high in terms of lost productivity and revenue, reduced efficiency, increased absenteeism, reduced morale, the cost of the selection process itself and the cost of retraining new personnel. From the employee's perspective, being selected for the "wrong" job may have consequences ranging from loss of motivation, reduced job satisfaction, increased work stress, failure to progress in their career, to more clinical manifestations such as depression and anxiety.

Employers have attempted to resolve the selection problem by using a variety of methods to aid selection accuracy. Numerous studies have shown that psychometric assessments are powerful and valid predictors of future job performance. With increasing frequency, employers are now turning to psychometric testing to aid

in selection decisions as well as evaluation of personnel.

Why use psychometric assessments?

- **Objectivity** – good psychometric assessments are standardized on a large sample and provide normative data across a wide range of demographics and age cohorts. Well selected tests will allow you to demonstrate behaviors and motivations that may otherwise not be evident.
- **Validity** – psychometric assessments are a more valid method than interviews, academic achievement & reference checks, and when utilized in combination with performance metrics, they are highly predictive of future job performance.
- **Communication** – assessments tell us how people behave and the driving forces (why) of their behavior. The secret to communication is providing information in the manner the recipient is most likely to easily accept it.

- **Cost** – the cost of selection errors is large for both the employer and the employee. Psychometric assessments help to minimize costs while maximizing potential fit between the candidate and the job.

So, what exactly is a psychometric assessment?

Assessments are a standard tool used to aid in the candidate selection and decision-making process. The tests used in the selection setting are designed to help fit your applicants' talents, personality, skills and attributes to your job needs. When taking an assessment, there are no right or wrong answers. There is no uncovered confidential information about the individual. When employed, psychometric tests aid the selection process. They do not and should not stand alone as the only selection criterion.

The final result, psychometric assessments help you to know who to hire before you hire. They have been in place for many years and have stood the test of time. While there are many types of assessments, two of the most common psychometric tools used are DISC and Motivator assessments.

Free Assessment

To help you get a first-hand look at how they work, we are offering you a free trial of our most popular assessment – a DISC and Motivator Combination assessment. Consider giving an assessment to a pending candidate, someone in your organization, your team or just take the assessment yourself.

To get a free assessment, go to our website and submit a request:

<http://www.itnanalytics.com/contact-us.html>.

We will promptly send you link. Then simply follow the instructions. Your report is completely confidential and will be emailed to you immediately upon completion of answering the questions. The assessment will take about 25 minutes.

I hope you enjoy your free assessment and learning more about the power of assessment insights.

About the Author – Dennis W. Koerner, Ph.D. is President and CEO of ITN, LLC. ITN provides statistical services that create competitive advantages through better hiring and retention program practices. This is accomplished with the use of artificial intelligence programs that relate employee attribute data to organization performance metrics.

For more information, call Dr. Koerner at 901-568-3569 or send an email to dennis.koerner@itnanalytics.com. You can also learn more about ITN data services at www.itnanalytics.com and ITN applicant tracking software at www.itnhire.com.