

**Assessing the Assessors:
Choosing the Right Recruiting, Screening & Selection Services
For Your Business**

Monday, 02 October 2006

**Jason Kipps, Marketing Director & Business Development Advisor
Colleen O'Brien-Wood, Ph.D., Director of Professional Services**

155 REXDALE BLVD., SUITE 304, TORONTO, ONTARIO, M9W 5Z8
T.416.746.0444, Ex 248 TOLL FREE 800.760.9066 JAYKIPPS@SELF-MANAGEMENT.COM

Assessing the Assessors: Choosing the Right Recruiting, Screening & Selection Services For Your Business

Do you have enough quality applicant flow?

Are your applicants pre-qualified before you speak to them?

Is your recruitment and selection process predictive?

How do you know?

If these questions have you scratching your head, you are not alone.

Recruitment is no longer just a function of H.R. Managers who recruit have had to acquire additional skills and competencies to attract and retain top workers at home and abroad. The most competitive organizations have begun to create proactive recruiting cultures where everyone in the organization becomes committed to attract top performers.

The following 12 point checklist will help you choose the right recruiting, screening & selection system and build a pro-active, recruiting culture in your organization.

- 1. Look for vendors offering an “Integrated Model”:** A good screening and selection company will work with you like an extension of your team. Look for organizations that use strength based approach to compliment what your organization is already doing well. Those companies offering a fully integrated product line-up with options ranging from recruitment, screening, selection, through to coaching, career management, and organizational development are best positioned to partner with you and be a true resource throughout your business cycle.

2. Don't pay to screen obvious non-fits: The most supportive profiling companies look to build real partnerships with their clients. Some profiling and selection companies will help you weed out the obvious non-fits through a series of complimentary non-negotiable knock out questions. Questions like, do you have a criminal record? Do you have a license to sell insurance? Or other, job relevant, non-negotiable questions should be used at the front of the process. Don't pay to screen candidates that you would never actually consider for a position with your company.

3. Improve your flow, and decrease your work load with 24/7 automated screening:

A good screening tool partner will even build a career centre on your website under your companies brand, allowing you to direct all recruiting efforts to a central location that can be accessed 24/7. This approach allows you to maximize existing sourcing strategies and exponentially increase applicant flow, fill vacancies and proactively bank qualified candidates. Look for vendors that can build a career centre on your site, market your career, and support your recruitment efforts with job relevant screening and selection tools, applicant tracking systems and integrated interview tools.

4. How will the screening & selection system impact your brand? The best selection systems support your recruitment efforts throughout the application process. Look for vendors that provide **optional** candidate feedback that will help your company build a positive impression in the mind of the applicant.

5. Can the tool be used as a selection tool? If a tool does not predict performance it cannot be used as a selection tool. The best profiling companies proactively validate their

performance predictions and continuously refine their understanding of what ideal performance looks like for your company.

- 6. Normative vs. Ipsative?** Ipsative scores are found in any assessment in which the candidate is forced to choose between different options or give a yes/no or true/false response. Ipsative scores do not allow for norms to be created to compare across candidates. Normative selection tools can be used to benchmark the ideal candidate against your organization's specific performance data, or as a diagnostic tool to measure the ROI of training and development. Look for a normative selection tool and a company that provides validation studies so that you can continuously improve performance and retention and put science into your organizational development.
- 7. Does the selection system support training and development?** The best assessments are packed with relevant information and suggestions for further discussion. An effective tool can help you launch coaching and training relationships and will provide valuable insight into a person's strengths and growth opportunities. A good tool can be a real asset in your work as a manager and coach.
- 8. Is the profile fair and free from bias?** Make sure that the profile you are using meets relevant anti-discrimination laws as well as privacy legislation.
- 9. Will the profile detect deliberate distortion?** A good tool cannot be fooled. Some tests will incorporate so-called lie scales as they identify those subjects who try to fool the assessment and present themselves in a more favourable light.

10. Does the assessment company provide a high level of customer service and support? Ask for and check references. Work with your new profiling partner to establish the ideal recruitment strategy for your business.

Effective recruitment is no longer just about filling vacancies. Partnering with a good selection company offering an integrated model can help your company to quickly increase applicant flow, decrease screening workload, improve selection and build science into your proactive recruiting strategy.

CHECK LIST: ASSESSING THE ASSESSORS

- ✓ Does the vendor offer an “Integrated Model”?
- ✓ Don't pay to screen obvious non-fits:
- ✓ Improve your flow, and decrease your work load with 24/7 automated screening:
- ✓ How will the screening & selection system impact your brand?
- ✓ Can the tool be used as a selection tool?
- ✓ Normative vs. Ipsative?
- ✓ Does the selection system support training and development?
- ✓ Is the profile fair and free from bias?
- ✓ Will the profile detect deliberate distortion?
- ✓ Does the assessment company provide a high level of customer service and support?



Jason Kipps
Marketing Director & Business Development Advisor
[The Self-Management Group](#)
1-800-760-9066, Ex. 248

Jason has committed himself to helping companies and leaders to increase qualified applicant flow through the use of SMG's continuous flow recruitment systems, high-speed screening tools, job relevant, normative, psychometric assessments and certified Self-Management Training and Coaching services. He has owned/operated several successful businesses. His past appointments have included President of [Flint & Steel Inc](#), President of The Challenge Course Advisory, Program Director for Lead America's Leadership University, and senior consultant to the Trainers & Developers Advisory. Jason is an experienced trainer, coach, public speaker and team-builder and frequently writes on business development issues for business publications. His marketing insight and advising services have helped thousands of people reach their personal and professional goals across Canada and the United States. As Self-Management Groups resident Business Development Advisor and Marketing Director, Jay has committed himself to helping others build high-performance pro-active recruiting cultures through the Self-Management System.



Colleen O'Brien-Wood, PhD
Director of Professional Services
[The Self-Management Group](#)
1-800-760-9066, Ex. 231

Colleen has over 10 years experience in organizational research and consulting. She has a doctorate from York University in Toronto and her dissertation research focused on strategies to deal with organizational change. Colleen has a background in psychometric profile development and she was instrumental in the development of the EQPro that measures emotional quotient. Colleen also conducts training and development workshops and she teaches research methods at York University. As Director of Professional Services she is responsible for helping distributors use Self Management Group assessment systems in their training, coaching, and consulting practices.