

# Benefits of Assessments

Properly developed assessment tests and questionnaires, administered by competent and qualified professionals, can yield notable advantages to employer, recruiter and employee.

## Increased efficiency

Suitable candidates can be identified successfully by way of objective standardised tests that measure job-person related attributes fairly and equally in all individuals.

## Time Savings

Considerable time is saved by selecting suitable candidates early in the recruitment process thereby reducing time and money spent on unsuitable candidates. It also reduces the time senior executives spend interviewing candidates.

## Informed Decisions

Assessments provide accurate information on all dimensions of a candidate that allows for better selection and hiring decisions. They also improve managerial decisions related to performance appraisals, retentions and promotions, and assist in the development of training and mentoring programs.

## Validation of Information

Tests have high levels of validity, reliability and predictive validity. Reference and the interview process can also be used to validate information gained from assessments.

## Proven results

Research confirms that assessment is the most resourceful way to match the right person to the right job, to measure potential, and to predict behaviour accurately. With valid and reliable results, especially in aptitude testing, candidates can be benchmarked against each other to distinguish between good and poor performers.

## Increased Objectivity

Assessments are characterised by unbiased and impartial evaluations of candidates under controlled conditions, using standardised tests to generate objective information.

## Enhanced Team Building

Interactions in the workplace are key. Assessments help individuals discover their own strengths and challenges, and also those of the people working with them. This promotes effective working relationships and improves team performance.

## Comprehensive Analysis

Besides measuring an individual's cognitive capacity, emotional abilities, job skill sets as well as academic knowledge, assessments evaluate a wide range of competencies and attributes that render an in-depth analysis with valid and reliable results.

## Reduced Legal Risks

Equitable assessments lower the risk of labour disputes or employers being sued by candidates claiming they were rejected for reasons of unfair recruiting practices.

## Cost Savings

Direct and indirect costs are saved in recruiting the right people for the right jobs. Interviewing only short-listed candidates saves administration costs and traveling expenses. The direct cost of re-hiring and training unsuited employees far exceeds the initial cost of assessing candidates. The cost of a poor hire can add up to three times the job salary. Hidden costs include high staff turnover, under-performance, deployment of staff, negative effect on co-workers, and lost customers and sales. Assessments are cost effective and easy to run compared to other approaches, and considering how long it would take to obtain the same information about a person.

## Improved Credibility

Assessment tends to improve the credibility and professionalism of the recruiting process. The organisation recognises that the Human Resources department is taking a more scientific approach and candidates realise that the role, and the person in it, are valued. Investors and customers may also be impressed.

## Return on Investment

Testing can prove the effectiveness of a hiring strategy. Scoring helps to pin down something ephemeral, and the scores can assist employers in making a fairly clear return on investment calculation of the success of assessment. They can especially do this when they hire a lot of staff, can distinguish clearly between good, average and poor performers, and when good performers produce significantly more value for the company than average or poor performers.

## Detailed Job Profiles

Where testing is administered, Human Resources departments are compelled to think more clearly about job roles, what attributes those roles require, and what those attributes really mean. Thus companies avoid the trap of hiring people similar to existing staff or candidates who are good at interviews but not necessarily in the job.

## Attracts Motivated Staff

Assessment is as much about liberation as it is about putting people into boxes. Used well, it helps individuals become more self-aware, and this psychological well-being is motivational for existing staff, and attractive to potential staff.

## Increased Self-Awareness

Assessments help employees discover their potential, strengths and challenges and in so doing, increases self-knowledge and self-awareness.

## Improved Management and Development

Training and management in some organisations often focus on less talented staff. In contrast, assessments can enable an organisation to use its training budget more efficiently by focusing on staff with the most potential. At the very least, it provides a clear and objective basis for individual development. With the aid of assessments managers are also likely to have a clearer understanding of the needs of employees.

