

STRENGTHS-BASED RECRUITMENT

NOW AND IN THE
FUTURE

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Chief Customer Officer



OUR LIVES ARE AWASH WITH **CHOICE** AND WITH
TECHNOLOGY AT OUR FINGERTIPS

NOW, MORE SO, THAN EVER BEFORE

IF YOU WANT TO
MEET
SOMEONE

DATING SITES



49M

USERS

IF YOU WANT TO
NETWORK
WITH PEOPLE

LINKEDIN



154M

MEMBERS

IF YOU WANT TO
PURCHASE
SOMETHING

AMAZON



90M

SUBSCRIBERS

IF YOU WANT TO
GO
SOMEWHERE

TRIPADVISOR



702M

REVIEWS

WE SPEND MOST OF OUR
LIVES AT **WORK**

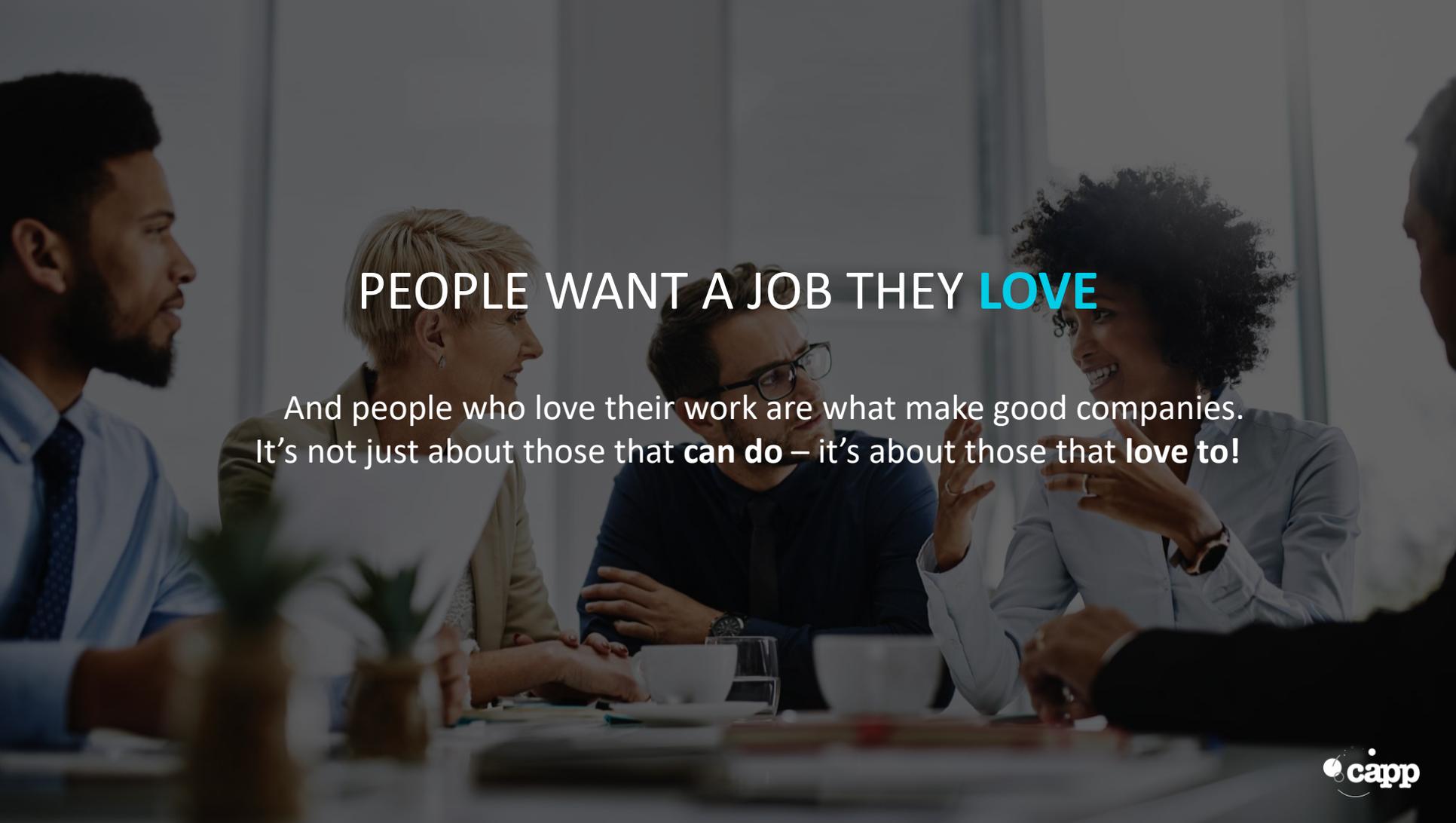
77K

HOURS

WHAT IS THE
COMPARABLE
OFFER?

ORGANISATIONS ARE LOOKING FOR **GOOD
PEOPLE**

GOOD PEOPLE
ARE LOOKING FOR THE RIGHT ORGANISATION

A group of four business professionals are seated around a table in a meeting. From left to right: a man with a beard in a light blue shirt and tie, a woman with short blonde hair in a beige blazer, a man with glasses in a dark blue shirt, and a woman with curly hair in a light blue shirt. They are all smiling and appear to be in a positive, collaborative discussion. The background is a bright, modern office setting with large windows.

PEOPLE WANT A JOB THEY **LOVE**

And people who love their work are what make good companies.
It's not just about those that **can do** – it's about those that **love to!**



BUT TO FIND THESE PEOPLE, THE ASSESSMENT JOURNEY
HAS REMAINED LARGELY **UNCHANGED**



Standard testing governed by **competency based** approaches



Migration of paper-based tests to **online** solutions



Emergence of **behavioural based** assessment



Situational Judgement Tests

DRY, UNINFORMATIVE

SCREENING SOLUTIONS THAT SAY LITTLE ABOUT THE JOB
AND TELL US LITTLE ABOUT THE CANDIDATE

A CONTINUOUS DRIVE TO ENHANCE THE TEST TAKING EXPERIENCE



Innovating alongside
the increasing rise
and **momentum** of
automation and
technology



Seeing the inclusion of
relevant narratives,
being **educational**,
informative and
insightful



More than ever
starting to **measure**
what matters whilst
providing **relevant**
and **realistic insight**

CANDIDATE

Authentic
experience of
your brand



**AUTHENTIC
INSIGHT +
STRENGTHS
MATCHED**



EMPLOYER

Authentic
responses from
the candidate

STRENGTHS – UNIQUELY CHARACTERISED BY CAPP

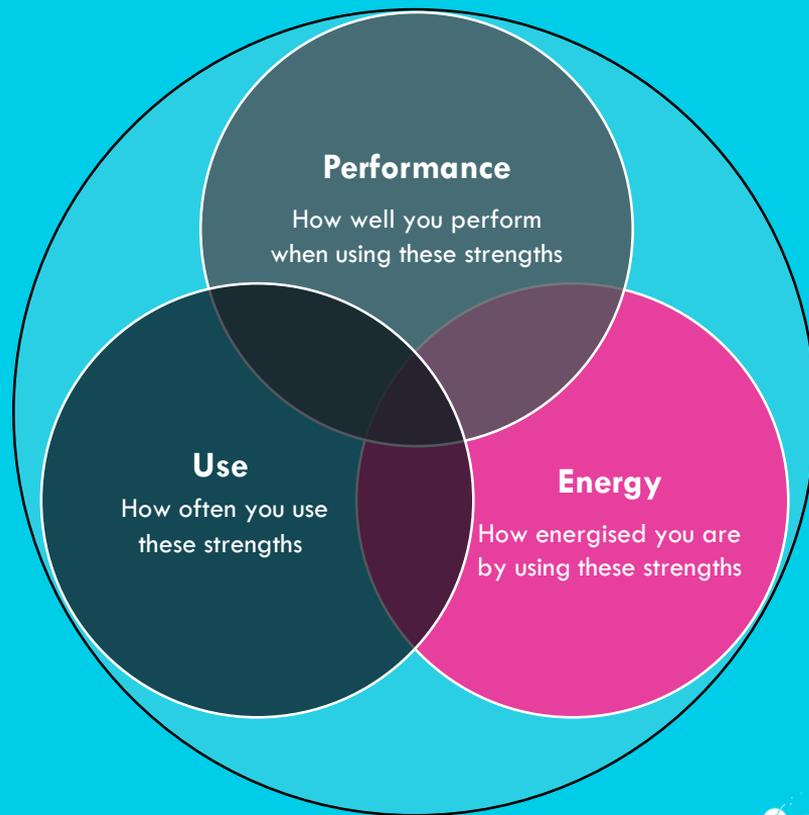
Over 120 clients using strengths

500k candidates per year
screened on the basis of their
strengths

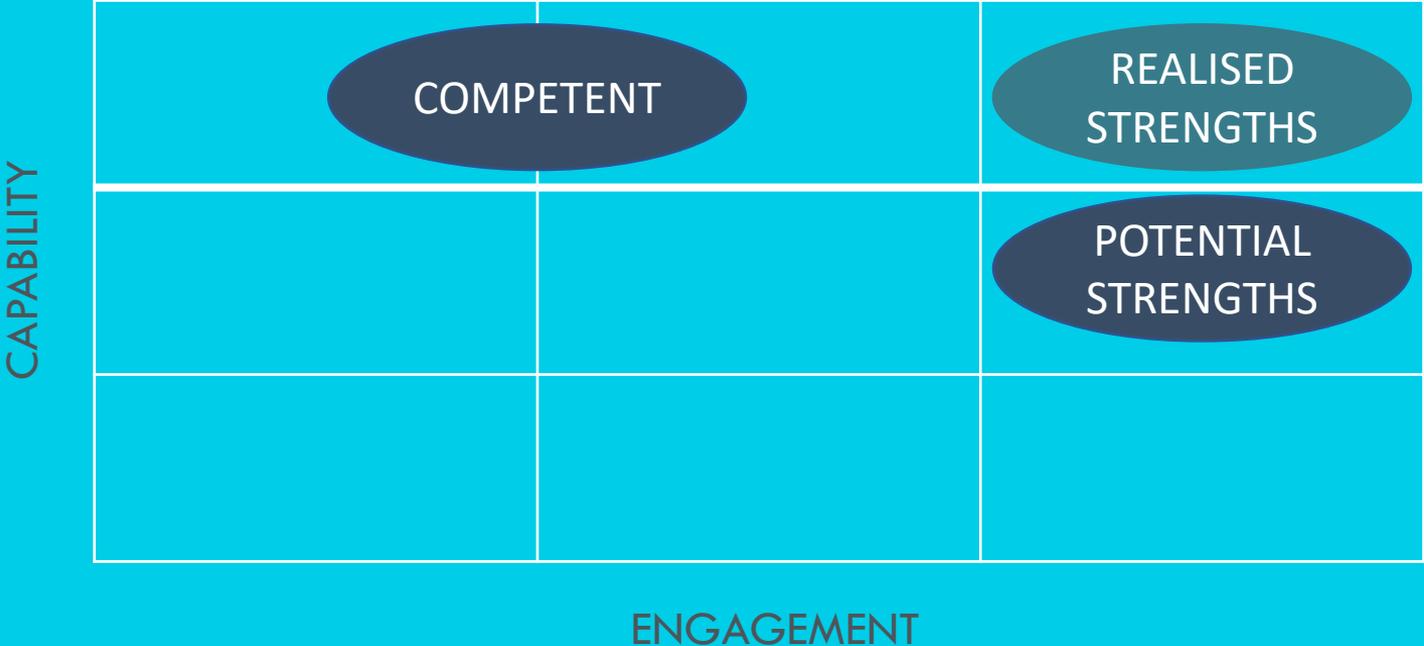
All of Capp's Strengths-based
assessments are measuring
strengths in this way:

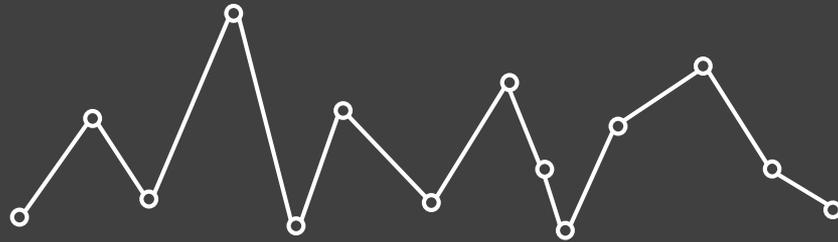
Capability alongside Engagement

#CANDOLOVETO



MEASURING STRENGTHS AND COMPETENCIES





MEASURING WHAT MATTERS
USING RELEVANT CONTENT



Conduct
success analysis
within the
business



Develop a **customised**
profile that is
matched to your
organisation



Create
a **framework**
of the **ideal**
candidate



Level of **assessment**
solution determined,
and housed within the
Capp Portal

ASSESSMENT FRAMEWORK EXAMPLE

A customised assessment model and weighting aligned by position/level

3 key components of the
Success Analysis – quantitate and
qualitative data input



Example Profile – one outcome of
Success Analysis

INTRODUCTION
OF BLENDED
ASSESSMENT



Strengths

+



Cognitive

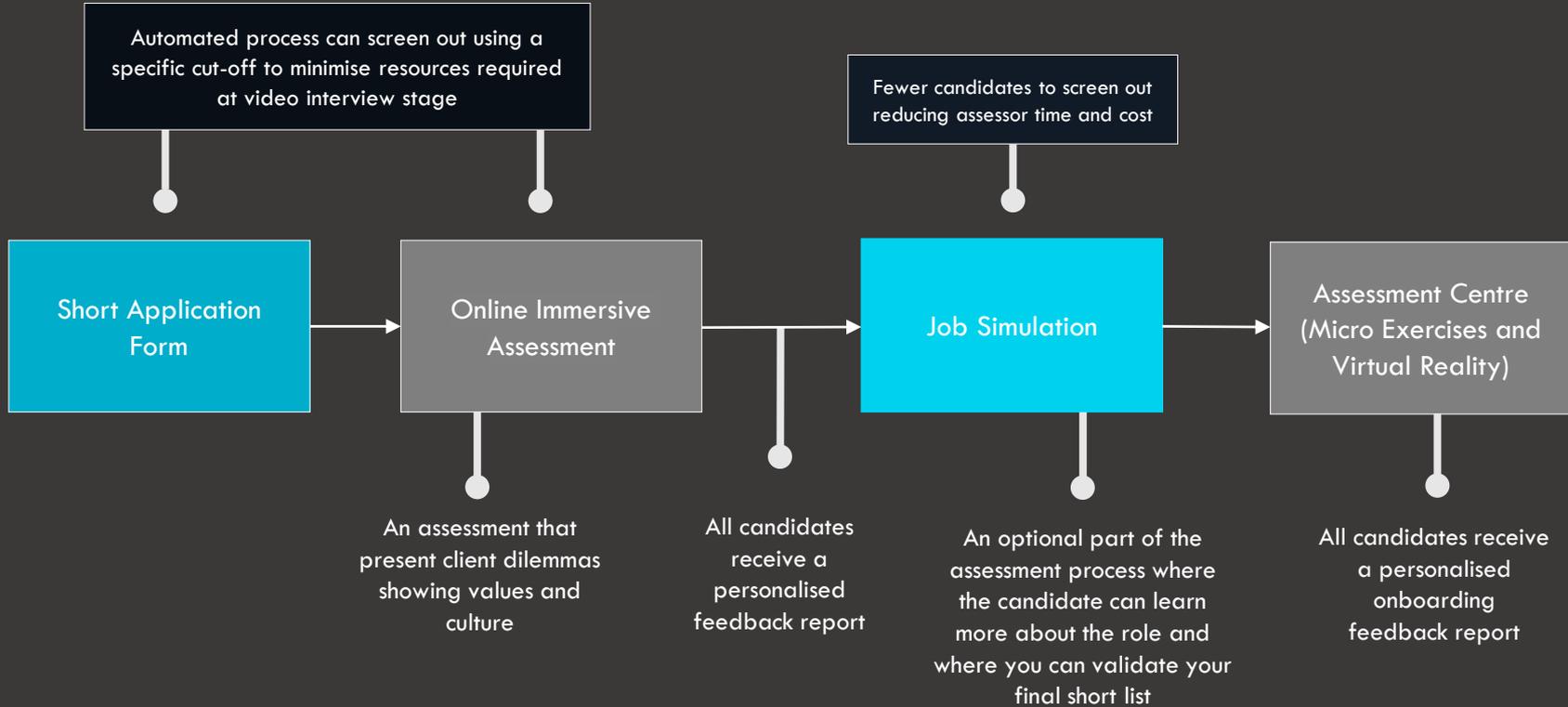
items combined in a
single test taking experience

**Immersive
Blended
Assessment**
any item type
and any form
of media

**Autonomous
Authentic
Assessment**
putting the
candidate in
charge

ASSESSMENT AS
AN EXPERIENCE

EXAMPLE CANDIDATE JOURNEY



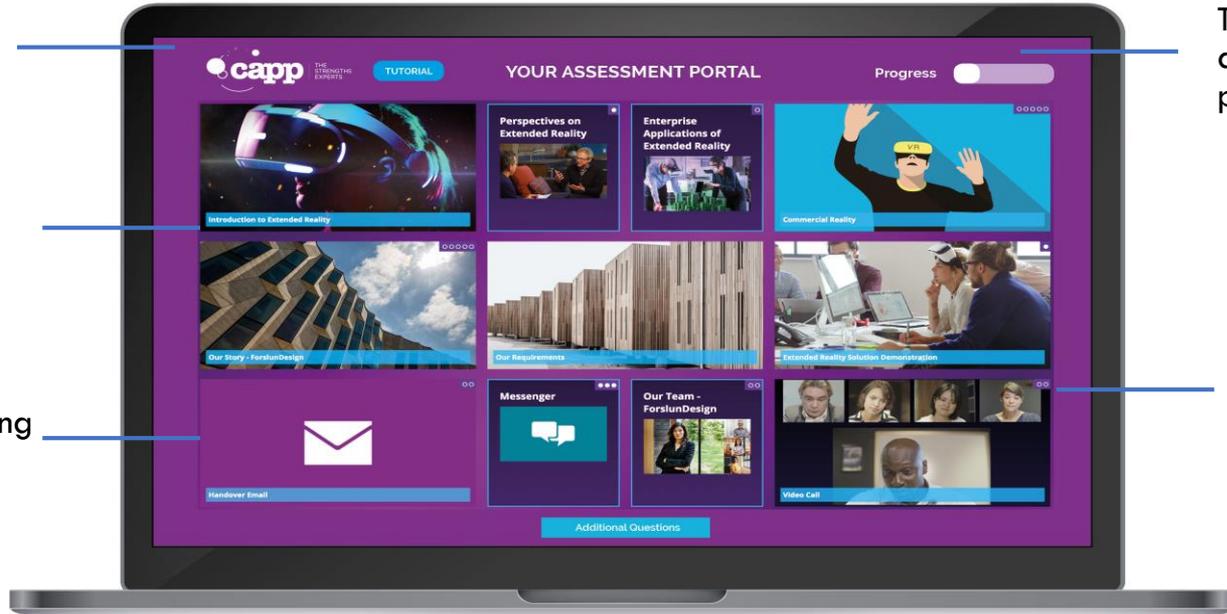
FULLY IMMERSIVE STRENGTHS-BASED SOLUTIONS

Fully Customisable Assessment Portal

Plethora of assessment types

Immersive image/video content

Compelling narrative driving the applicant through the platform



Tutorial for all applicants and progress bar

Circles indicate the number of items left to complete



CANDIDATE **IS** CUSTOMER

even if **outcome** is

NEGATIVE

experience is

POSITIVE

FEEDBACK AT EVERY STAGE

A fully branded and customised feedback report, providing as much detail as you wish, to each applicant based on their individual performance can be sent 48-72 hours after the candidate's assessment.

It could cover all of the areas within the client framework.



Your strengths Feedback Report

Relationship Manager

Meeting new people and building relationships comes naturally to you. You are eager to grow your network and develop new contacts, appreciating the opportunities they provide in Supporting you to achieve your goals. Recognise that managing relationships requires time on your part. Ensure you balance the time you invest in your relationships with the time you invest in your work as well.

Adaptability

You adjust well to change. You are comfortable flexing your actions and way of thinking to suit varying situations or contexts. Make the most of this strength when facing changes as a result of evolving business requirements.

Bear in mind that not everyone is comfortable in responding flexibly to change. Other people may need more time and support to transition successfully through changing circumstances.

The feedback text is suggestive of where we noticed possible ways they could improve on certain strengths, but in the main is predominantly focused on outlining strengths they have performed well at demonstrating in the assessment(s).

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FEEDBACK

WHAT OUR CANDIDATES ARE TELLING US

'The UI was fabulous... I highly appreciate the detailed feedback report. I think it is a good idea to give candidates information regarding their strengths and where they can improve.'



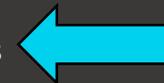
AUTOMATION FOR ROI
FREEING RECRUITERS TO DELIVER MORE

HI-TECH FOR HI-TOUCH
CANDIDATE EXPERIENCE



'Brilliant assessment process... I actually enjoyed the assessment and really appreciate the fact that it was structured as a learning experience, meaning my time was well invested regardless of the outcome...'

'As a dyslexic individual I have always struggled to get my foot in the door... I was unable to showcase these skills under traditional testing conditions. This new testing platform has allowed me to demonstrate both my analytical and soft skills in a way applicable to the needs and requirements of the job. I'd like to thank Accenture and the recruitment team...'



INCLUSION & DIVERSITY

WHY STICK WITH STRENGTHS?

CANDIDATE EXPERIENCE

96%

of candidates reported that the assessments were **engaging**

99%

of candidates described the assessments as **fresh and current**

94%

of the successful candidates felt the process was **challenging** to complete

*"I found the assessment process **really original** and for this reason I **want to join** the organisation."*

*"This is **new, different** and it's likely to **stand out**. You are testing us in ways which are **relevant to the role**."*

*"I liked the assessment centre because it allowed me to **be myself** and **not be too scared**."*

*"The assessment centre has given me **greater insight** into the **organisation** and the role I have applied to."*

WHY STICK WITH STRENGTHS?

BUSINESS RESULTS

Introducing a Strengths-based recruitment process **reduced attrition** by

20%

After implementing a Strengths-based recruitment process **customer satisfaction increased** by

15%

After implementing a Strengths-based recruitment process **sickness absence reduced** by

4%

Using Strengths in organisations leads to increased creativity

Strengths use at work can yield performance benefits in terms of task performance and discretionary helping

Using Strengths in organisations leads to enhanced role clarity

People using their Strengths perform better

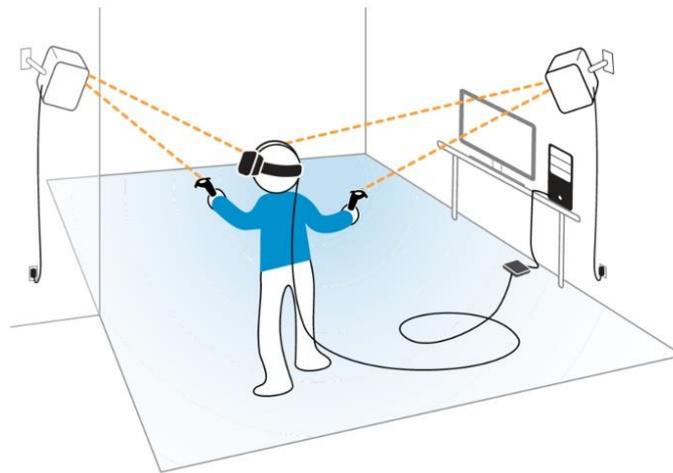
THIS IS JUST THE START

INTRODUCING COMMERCIAL-GRADE VR – 6 DEGREES OF FREEDOM



3 DEGREES OF FREEDOM

Can only rotate head
Cannot use hands
Limited to passive experiences



6 DEGREES OF FREEDOM

Can freely move around
Able to use hands
Total physical immersion

THE REAL-WORLD IMPACT OF PRESENCE IN VR

Systolic Blood Pressure

90-120	Normal
121-139	Pre-hypertension
140-159	High (stage 1)
160+	High (stage 2)

Before

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	32
33	34	35	36
37	38	39	40

After

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	32
33	34	35	36
37	38	39	40



THE VR ASSESSMENT & DEVELOPMENT PLATFORM



THE VR ASSESSMENT & DEVELOPMENT PLATFORM



BIOSENSOR AUGMENTATION – FOR EVEN DEEPER INSIGHT



STRENGTHS-BASED RECRUITMENT NOW AND IN THE FUTURE

Measure what matters

Share your reality throughout

Look for can do and love to do candidates

Harness the best of technology to deliver results

THANK
YOU