

IMPACT

- Enables the organisation to build a lean and cost-effective recruitment process
- Enables the organisation to build a strategic and international approach towards talent management
- Enables the organisation to build a strategic approach towards recruitment – recruiting for tomorrow versus recruiting for today

OVERVIEW

Professional Learning Indicator™ is the leading international cognitive ability assessment tool by virtue of its unique characteristics. It provides you with critical insight into the individual's potential on-the-job performance in the short term and long term.

Professional Learning Indicator™ is designed as a broad-based recruitment tool and is thus applicable to all types of positions including any position from clerical worker to high level executive. Accordingly, Professional Learning Indicator™ is suited to be one of the critical tools in your recruitment process and is easy to implement as an effective screening tool early in the recruitment process.

Assessing an applicant's general cognitive ability is extremely valuable due to its direct impact on job performance. A high level of general cognitive ability implies that an individual is able to obtain job knowledge on a high level and at a rapid pace. Consequently, you will be able to identify employees with a high probability of excellent performance.

Professional Learning Indicator™ produces the cognitive picture of an individual's set of competences and is thus highly combinable with quality normative psychometric systems (personality profiles). Personality profiles

measure the work-related needs and motivational drives of an individual, and combining personality and logical assessment gives the company an unparalleled insight into a current staff's or a candidate's potential for performing in any given position. Leading psychologists scientifically justify that the two assessments in combination can explain up to 40-60 percent of the variance in job performance.

Professional Learning Indicator™ is available in more than 50 languages and is among the most culturally neutral tests – enabling unbiased selection of talent across culture. The test takes only 12 minutes for the participant and it is entirely web-based – ensuring an efficient and speedy screening process

Also, the administration platform is a multi-language web platform currently available in nine different languages.

ENABLES THE ORGANISATION TO BUILD A LEAN AND COST-EFFECTIVE RECRUITMENT PROCESS

With the objective of selecting the best qualified applicants within a reasonable cost, how do we then structure our selection process in the best possible way?

Intensive research demonstrates that the one factor that best explains variance in job performance is people cognitive abilities – i.e. people's ability to learn fast and deal with complexity.

Furthermore, commonly accepted research demonstrates that people's level of cognitive abilities does not change over time within the age of 20-60 years.

Consequently, the good question is: "Why would you not want to know about this before you hire a person?"

A reasonable response could be that it takes too much time and is too costly to implement a cognitive assessment tool as a broad-based assessment tool in the recruitment process.

Professional Learning Indicator™ is a dynamic web-based assessment tool. Accordingly, you can simply test applicants at their home. Due to the dynamic nature and the structure of the questions in the Professional Learning Indicator™, the applicant cannot cheat on the test (the only way would be to ask someone else to take the test for them, but if you suspect that you can simply retest the applicant during the interview).

Therefore, it will only take you 1-2 minutes extra in the recruitment process per applicant. Investing that amount of time will provide you with all the information you need about the applicant's cognitive abilities.

And the applicant only needs to spend maximum 15 minutes on reading the instructions and complete the 12-minute test.

ENABLES THE ORGANISATION TO BUILD AN INTERNATIONAL APPROACH TOWARDS TALENT MANAGEMENT

Many international organisations struggle to identify talent across nationalities. Often there are one, two or three dominant nationalities and it is hard for other nationalities – especially those from emerging markets – to break through the “class ceiling”.

One of the dominant issues is often that the right talent was never hired in those countries.

Intensive research demonstrates that the one factor that best explains variance in job performance is people's cognitive abilities – i.e. people's ability to learn fast and deal with complexity. Furthermore, cognitive abilities are culturally neutral in the sense that they can be compared directly across all nationalities – if the assessment tool is of a high quality.

Accordingly, it becomes evident that one of the critical things that an organisation can do in order to secure talent globally is to implement a global cognitive assessment tool that allows the organisation to operate with global standards for taking in talent in different jobs.

Professional Learning Indicator™ is available in more than 50 languages and is among the most culturally neutral tests – enabling un-biased selection of talent across nationalities.

Also, the administration platform is a multi-language web platform currently available in nine different languages, which makes it easy to introduce it as the global assessment tool across countries.

Furthermore, given the nature of the web-based administration platform it allows the organisation centrally to follow up on how a local organisation uses the tool, and global statistics of test results are easily downloaded.

ENABLES THE ORGANISATION TO BUILD A STRATEGIC APPROACH TOWARDS RECRUITMENT – RECRUITING FOR TOMORROW VERSUS RECRUITING FOR TODAY

Shortage of talent may have various root causes. One of them is when talent management starts with the assessment and selection of talent for an internal talent programme. Our proposition is to start the talent management process already in connection with the recruitment process.

The traditional approach towards recruiting people is to focus on finding the perfect match for the job. That is obviously a good approach.

However, what if at the same time potential future jobs were also taken into consideration? After all, many jobs change in respect of responsibility and content every one or two years. Also, we would often like people to be able to take up other jobs in the organisation as this creates organisational flexibility.

But how do we know if people have the potential for future jobs? Maybe even for jobs that do not exist in the organisation today?

The short answer is: we do not. However, an organisation improves its chances of future success significantly if cognitive assessment tools are rigorously used when hiring people.

Assessing an applicant's general cognitive ability is extremely valuable due to its direct impact on job performance. A high level of general cognitive ability

PROFESSIONAL LEARNING INDICATOR™



implies that an individual is able to obtain job knowledge on a high level and at a rapid pace. Consequently, you will be able to identify employees with a high probability of excellent performance.

Professional Learning Indicator™ produces the cognitive picture of an individual's set of competences and gives the company an unparalleled insight into current employees' or applicants' potential for performing in any given position. Leading psychologists scientifically justify that cognitive assessment alone can explain up to 50 per cent of the variance in job performance.

