



Choosing the RIGHT Assessments for your business

Margaret Graziano

The premise

With the diminishing available talent pool, and the compelling messages about off-shore, lower skilled labor and processes, I predict that companies will recognize the need to invest in hiring and retaining key people, at key positions, leveraging their opportunities to innovate, compete and achieve their corporate objectives. The impetus for this talent 'shortage' is that growth oriented companies are demanding more of their workforce, and are unwavering in their expectations to attract and hire 'difference makers.' In today's competitive talent market, with candidates demanding top salaries, companies have the right to know what they are getting, and have the right to expect a return on investment with each hire. Over the past 8 years I have completed, purchased, represented and administered over 22 different brands of assessments. Whether you are looking at utilizing assessments in your placement process, looking to re-sell assessments or you just want to keep abreast of the on-going developments surrounding our industry – it is paramount that you attend this session!

The presentation

- Learn the types of Assessments on the market today
- Who are the major players and how do they compete with you?
- Understand Validation and what it means
- Be Aware of the 4/5th rule and how it applies.
- Partnership - Commitment
- Reselling Assessments
- Implementation into the placement and sales process

The takeaways

- An in-depth easy to follow introduction into the complex world of personality assessments
- A look into the BIG 10, BIG 5 personality index measurements
- An overview of 10 different Assessment and their features
- A realistic view of what it will take to implement assessments in your company
- Arm yourself with the knowledge to work with companies already using these tools
- Branding and ROI opportunities