

# Why WR Search Behavioural Assessment Saves You Time and Money

Behavioural assessment (sometimes referred to as “Psychometric Testing”) has become increasingly recognised as a valuable source of information when making hiring decisions.

There is a wealth of data to demonstrate that using behavioural assessment in conjunction with sound, responsible recruitment methods reduces employee turnover, and it’s quickly becoming standard practice for many employers and recruiters.

But is it really worth the additional time and expense? In the current economic climate is behavioural assessment REALLY an essential for your next recruitment campaign?

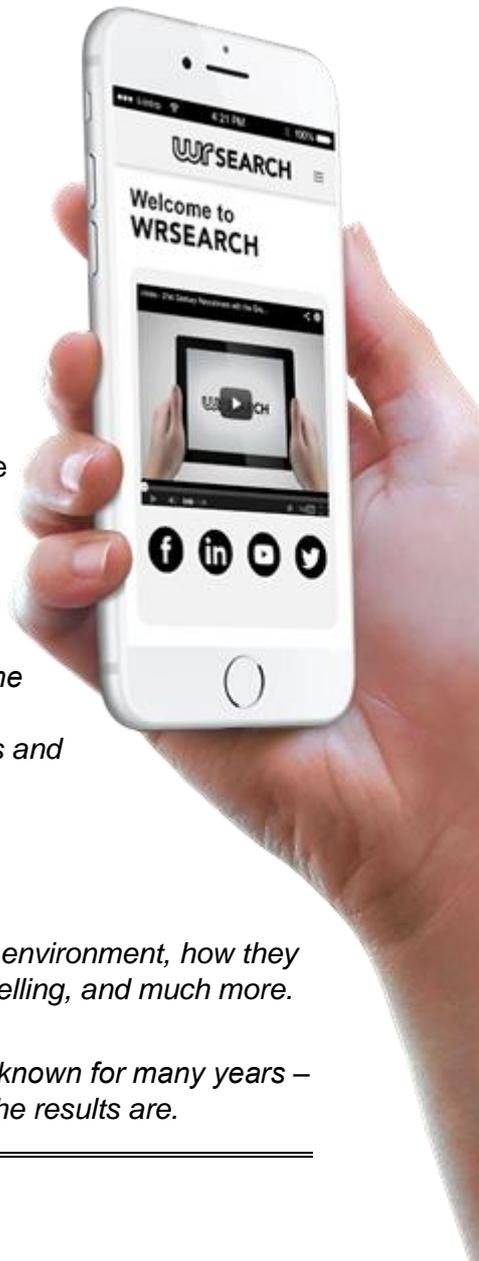
The answer is: absolutely **YES** and with WR it doesn’t cost extra!

Here are four very good reasons why behavioural assessment will save you time and money.

*Just in case you’re unfamiliar with behavioural assessment, although the process varies from company to company, it usually involves a questionnaire that asks the candidate about their opinions, preferences and priorities. Based on the results, and by comparing the answers against years and years of historical data and expert analysis, the individual’s attitudes and behaviours can be extrapolated.*

*Behavioural reports can include information such as preferred working environment, how they respond to tight deadlines, preferred management style, approach to selling, and much more.*

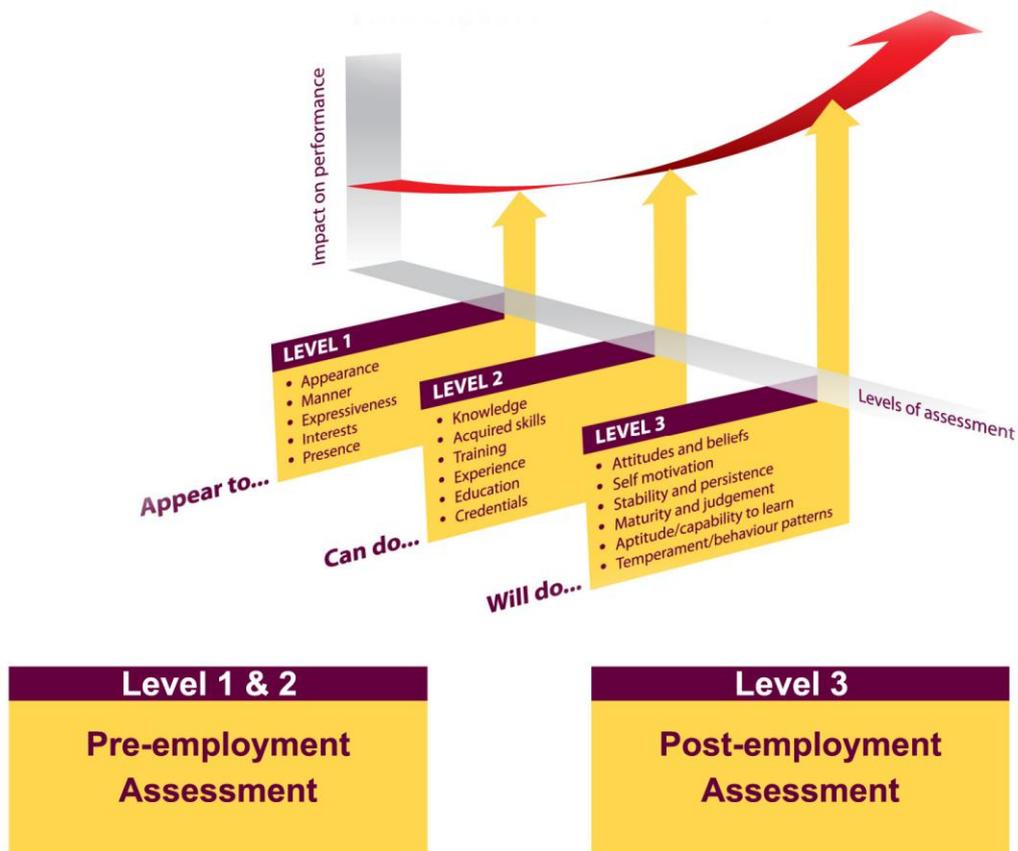
*If you’re sceptical, ask one of your employees – preferably one you’ve known for many years – to take an assessment. You’ll likely be surprised at just how accurate the results are.*



## Here's how it works

A typical recruitment process involves 3 levels of assessment. Only levels 1 & 2 are pre-employment assessments e.g. screening CVs and 2 interviews. However, level 3 (the most crucial assessment) is normally assessed on the job, so after you've made your investment.

## Three Levels of Assessment Your Current Process

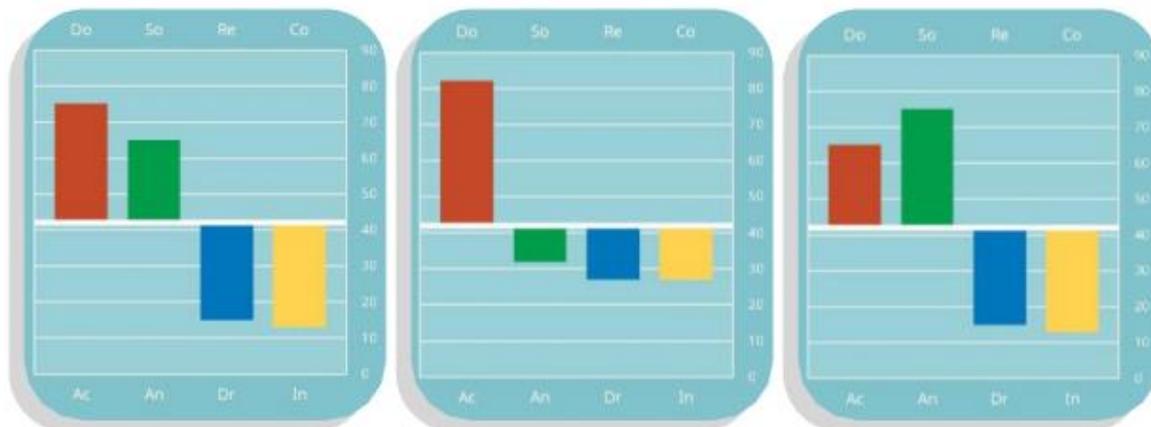


Wouldn't it be great to know how someone WILL work in your pre-employment assessment?

Well you can, as behavioural assessment does exactly this and it doesn't take a Phd in psychology to understand either.

First we need to build a candidate profile of the person you want to hire. To do this we ask you and your colleagues to complete a Job Survey. It only takes about 10 minutes and all you do is answer 10 questions putting the behaviours you are looking for into priority order.

Here's an example showing 3 of 8 Profile Types



### The Generalist

- is competitive, ambitious and goal-orientated & tackles projects and situations
- is independent, persistent and decisive & wants to take charge and show initiative
- is restless, driving and energetic & has a strong sense of urgency to get things done quickly
- is friendly, sociable and outgoing & enjoys working with and selling ideas to people

### The Pioneer

- wants responsibility for and authority over people & enjoys achieving goals in the face of obstacles
- is restless, driving and energetic & has a sense of urgency to get things done quickly
- is independent, persistent and decisive & wants to take charge and show initiative
- is logical, task orientated and analytical is likely to weigh the pros and cons

### The Persuader

- is a good communicator, optimistic, tending to see the positive side of things
- is independent, persistent and decisive & wants to take charge and show initiative
- is restless, driving and energetic & has a strong sense of urgency to get things done quickly
- wants responsibility for and authority over people

As you can see it's written in plain English, hence no need for a Phd.

Once we have a Job Profile we assess each candidate and compare their profile against it. If they don't match, we don't send you the CV.

Here you can see a comparison chart. Don't worry what the colours mean, you can see on the left the Job Profile (created by you defining what behaviours you are looking for) and on the right a Candidate Profile. You can see how they match very closely, the dotted line represents the ideal profile



# *Psychometric Assessments and all our premium recruitment are available at no extra charge.*

We save you time, money and improve retention rates of newly hired staff.

## **1. Save TIME Defining the Role.**

Figuring out exactly the kind of candidate you're looking for and creating a job description to match can be a time-consuming headache. But a simple job survey, lasting around 15 minutes, completed either by yourself or by your existing employees that hold similar positions, will produce a detailed description of the ideal characteristics you're looking for, many of which can be inserted straight into your job description.

## **2. Save TIME By Conducting Fewer Interviews.**

A CV tells you whether a person has the ideal qualifications and job history but usually it's impossible to tell if a person has the right attitude until you interview them. Behavioural assessment, on the other hand, can provide you with that information in a fair and objective fashion. So if, for example, you have 10 candidates that look great on paper, a behavioural assessment can help you reduce that shortlist to a more manageable number, and leave you with a much faster interview process.

## **3. Save TIME and MONEY on Training and Induction.**

An often overlooked feature of behavioural assessment is its ability to tell you the training and management styles to use to get the best results from your new employee. Getting your new recruit up to speed quickly and making them feel comfortable in the role is not only a time-saver but it also reduces the expenses incurred through commercial downtime.

## **4. Save TIME and MONEY Reducing Employee Turnover.**

We've already mentioned the fact that behavioural assessment reduces employee turnover, but have you ever stopped to consider just how expensive and time-consuming it can be to replace a bad hire?

Aside from the fact that you have to spend time and money, repeating the recruitment process all over again, you also have to repeat the expense of training and induction for the eventual replacement.

And it's almost impossible to put a price on the potential for lost business and the reduced employee morale that occurs while the position remains vacant.

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Typically behavioural assessment is a service recruiters provide for an additional fee, however when working exclusively with WR for a £250 briefing fee (which is deducted from the final fee) there is no extra cost.

So, the question is not whether you can afford to use behavioural assessment. The real question is...

***Can you afford NOT to use behavioural assessment?***

## **Other Premium Recruitment Solutions available to you with no extra fees**

**We now offer our full range of premium WR Search recruitment solutions with no extra cost, the only difference is you pay a small upfront briefing fee to access these premium services.**

### **Here's how it works**

1. Simply choose 1 or more solutions that are most important to you
2. Choose on a vacancy by vacancy basis or for all your vacancies
3. Pay an upfront briefing fee (just to ensure you are as committed as us) this is deducted from final fee at the end
4. Hiring is risk free with our 100% money back guarantee
5. We take care of the rest and source some great candidates for you - job filled!

Additional Recruitment Solutions	Choose	Free Replacement Guarantee 100% money back if we are unable to book an interview within 4 weeks from receipt of briefing fee. (excludes withdrawal of job)	Payment Terms Briefing Fee paid upfront and credited against final placement fee
<ul style="list-style-type: none"> <li>• Candidate Marketing Pack</li> <li>• Psychometric Assessments</li> <li>• Additional 3 months free replacement</li> <li>• Pre-recorded video interviews</li> <li>• Pre-recorded candidate video intro's</li> <li>• Key Competency Questions</li> <li>• WR Search Hiring Platform</li> <li>• Payment instalments</li> <li>• LinkedIn Featured Job advertising</li> </ul>	x1	3 months	£250 Briefing Fee
	x2	6 months	£500 Briefing Fee
	x3	9 months	£1,000 briefing fee

### **What's in it for me?**

- Market leading recruitment solutions with no extra cost - our average recruitment fee is 16%.
- Professional recruitment solutions that save time, promote your employer brand, improves retention rates and reduces the overall cost of hiring
- Longer guarantee periods to cover a mis-hire
- No risk, money back guarantee
- Better results through a close working partnership

### **Why do I have to pay a briefing fee?**

- You don't! we still offer a standard CV sending service, but why wouldn't you take advantage of these great solutions for no extra cost?
- By paying a briefing fee you are committing to the hiring process which enables us to provide the extra recruitment solutions & guarantees without charging higher fees. When clients are financially invested, filling jobs is much more efficient for us and allows us to prioritize and allocate even more time and resources to your vacancy.
- The best recruitment is achieved when an employer works exclusively with one recruiter and is financially invested in the process.
- Additional recruitment solutions are an immediate cost to our business so we need to be sure you are as committed as we are.

### **Ever wondered what a bad hire costs your business?**

Calculate it with our 60 second calculator

[wrsearch.badhire.calculator](http://wrsearch.badhire.calculator)

