



How to Use **PEOPLE ANALYTICS** to Hire and Inspire Talent

THE PROBLEM

If you're like most companies, you're familiar with this frustrating scenario: you hire a great candidate. They have all the right experience, skills, references, and more. And yet, when they start working with your team, they fall short of your expectations. They ticked all the right boxes, but something still went wrong.

It happens with existing employees, too. We reorganize teams, only to find that the team of all-stars doesn't quite perform as well as we hoped. Or someone gets the promotion they always dreamed of, but fails in the new role. We all have experienced this unfortunate situation.

The point is that we struggle to predict how someone will perform with a given role and team.



That's why we developed Qualigence Performance Solutions. Qualigence Performance Solutions (QPS) is all about gaining a deeper understanding of people so that you can make better talent decisions.

In other words, QPS provides you with people data to inform your hiring and management choices.

With data on hand regarding someone's innate behavioral drives and needs, you can better predict whether they'll be a good fit for a role, how they'll mesh with a team, and whether they align with your current business strategy.

That's what QPS is all about — aligning your people strategy with your business strategy. With these two aligned, you are better positioned to crush business goals and achieve long-term success.



Why We Struggle to Predict Job Performance

We already touched on the difficulty managers face with predicting whether someone will excel in a role.

TO PUT THE ISSUE IN PERSPECTIVE ...

11% of the time when an employee is fired, it's due to **technical incompetence**.



The other **89% of the time**, people are fired for something unrelated to skills and more related to **behavior**.

In short, we hire for skill, but fire for behavior. If you've ever hired someone who just wasn't motivated to do the job, then you're familiar with this phenomenon. We can blame the flawed nature of the standard selection process.



Resumes, traditional interviews, and references — all the classic selection tools — don't give us the full picture. They may help us understand someone's skills and experience. However, they don't provide an accurate look at their unique needs, motivations, cognitive abilities, and behavior.

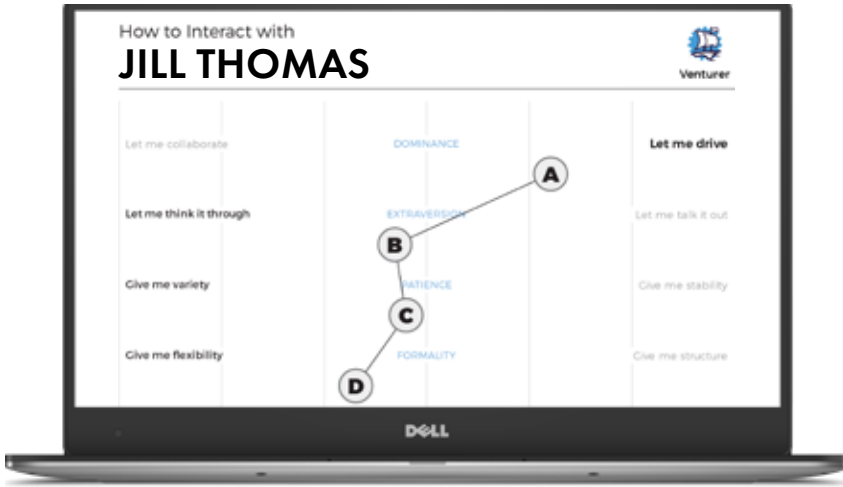
Relying on "gut feeling" isn't enough and can lead to costly mistakes. You need data to get an understanding of what drives someone and how they work with others. QPS provides that data, giving you critical insight when making talent decisions.

Aligning People Strategy with Business Strategy

Any successful business has a well-defined, carefully-planned strategy to drive results. What most businesses miss is how their people fit into that strategy. QPS provides the data and training necessary to make sure your people strategy supports your business objectives. Ultimately, it makes it easier to achieve greater revenue, profits, and efficiency.

For example, say you're looking to develop an efficient, streamlined, and consistent workflow. This requires structure. Do you have team members driven by a need for structure and rules? If the staff members implementing new policies have a tendency to bend the rules, then your people strategy is not aligned with your business strategy.

Likewise, if you're introducing new products and focusing on innovation, you need people who are comfortable with taking risks. As such, your hiring and managing efforts should be focused on making sure you have people in key positions who will be okay with uncertainty and can make bold decisions.



It goes past hiring as well. By using QPS to assess and analyze your workforce, you gain insightful data on what drives an employee. It also provides information on what facilitates their success. Managers can leverage this information to inspire employees to deliver their best performance.

To guide you in this process, QPS provides you with management strategy guides and personalized development charts. Employees at all levels can reference this information to learn how to best communicate and collaborate with co-workers.

In short, QPS empowers you to achieve your goals by making the most of your staff and bringing on the right people. It allows you to leverage data to guide your hiring and management decisions.

How You Get People Data

QPS utilizes behavioral and cognitive assessments from The Predictive Index (P.I.). P.I. is an industry leader in psychometric testing and organizational psychology.

The core assessment is a simple yet highly insightful test that can be taken in 6 minutes. Known as the P.I. Behavioral Assessment, it's a straightforward multiple-choice test that provides insight into how someone behaves at work and how they interact with others.

We also offer P.I.'s cognitive assessment for understanding how quickly someone can learn and adapt to new situations. Together, these assessments provide invaluable data for predicting how someone will perform.

As a certified partner of P.I., we are able to provide all training and support needed for you to properly leverage these tools at your organization.

Why P.I.?

There's countless behavioral assessments on the market to choose from. So why P.I.? We selected P.I. as we believe it offers the greatest insight into what drives current employees and candidates.

P.I. assessments offer a number of unique benefits:

- **They're scientifically validated by over 500 studies.**
Time and time again, these tests have been proven to give accurate character insights and predict job performance. That means you can stop guessing what drives people and make better decisions.
- **They're simple & fast.** The assessments can be completed in a matter of minutes and are very straightforward. Furthermore, the assessments can be quickly completed online anywhere, so candidates can take them at their leisure on their own device.
- **They're designed for talent acquisition & optimization.** Many behavioral assessments will provide solid data on a person, but that isn't relevant to business applications. However, the P.I. Behavioral Assessment is unique in that it is tailored to help businesses understand their employees from the entry-level to the C-suite.
- **They provide straightforward, actionable results.** A lot of behavioral assessments will give you lengthy reports that are quite difficult to read. P.I. reports are succinct, easy-to-understand, and fully supported by QPS training to ensure you make the most out of this data. Lastly, the data can be directly applied for everyday management and hiring decisions.



P.I. Assessments We Offer

Our QPS platform incorporates a number of P.I. assessments to help you better understand your people, make better hires, and inspire your workforce.

- **Behavioral Assessment.** The bread and butter of the P.I. package, this 6 minute assessment gives you highly-accurate insights into an individual's drives and needs in the workplace. It shows you what makes someone tick, as well as what will facilitate or hinder their success.
- **Cognitive Assessment.** This test is focused on assessing an individual's cognitive abilities. It takes just 12 minutes and will give you reliable data on how fast someone learns, processes complex information, and deals with change. If thinking on your feet is important for a role at your organization, this assessment is a must.
- **Job Assessment and Job Targets.** These tools create a behavioral and cognitive target for the ideal candidate for a given role. With a target defined by data, you can measure candidates' assessment results against the needs of the position. It provides an objective, repeatable, and valid way of selecting quality candidates.
- **Group Analytics.** Team-building is often thought of as an art, but QPS makes it a science. With QPS, you can understand how a new hire will fit into an existing team as well as gain insight into how different team members can best interact with each other. It provides a holistic look at team dynamics for optimizing your talent.



QPS and Our Performance Blueprint

If you're interested in using QPS at your organization, you're probably wondering what the process looks like. QPS comes into play with our 6-step Performance Blueprint.

The Performance Blueprint is a full-circle talent acquisition and optimization process guaranteed to deliver quality talent and superior performance.



DISCOVER

1. DISCOVER: We start by taking the time to figure out where your business is at and where you want to be. That includes identifying any challenges or obstacles in your way. We seek to learn everything we can about your company and your goals by talking to hiring managers, HR leaders, and decision-makers at the company. This gives us a comprehensive understanding of where your people strategy is working and as well as where it may need help.



DEFINE

2. DEFINE: Next, we help you define an ideal profile for open positions. We review any existing job descriptions or create job descriptions as necessary. Furthermore, you establish a P.I. Job Target so that we have data to guide our recruiting efforts. This step exists so that we can determine what the ideal candidate looks like and what they need to achieve in the role.



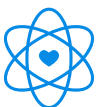
IDENTIFY

3. IDENTIFY: In the identify step, we use our in-house researching and sourcing teams for name generation, getting contact information, or gathering whatever data we need for the recruiting process. With our advanced techniques for these processes, we're able to draw from a larger talent pool, dig deeper, and identify high-quality candidates. This gives us a solid foundation moving forward.



RECRUIT

4. RECRUIT: This step is where our behavioral and cognitive analytics really come into play. QPS helps you recruit by giving you insight on someone's behavioral tendencies and cognitive abilities. It goes deeper than what you'd get from interviews and resumes and removes the guesswork. In addition to our analytics, we apply our Core 4 Candidate Evaluation™ and Results-Based Interviewing™ techniques to make higher quality hires.



OPTIMIZE

5. OPTIMIZE: Once you have the right data and have hired the right people, it's time to facilitate their success. With detailed, insightful data on an employees' behaviors, needs, and motivators, you can inspire your staff to deliver next-level results. Optimize is about using this data to improve communication, collaboration, and group dynamics to drive high-performance from your teams.



EDUCATE

6. EDUCATE: In a nutshell, education is all about showing you how to use the performance solutions! Part of what makes QPS effective is that we teach you how to get the most out of the analytics provided by P.I. We train you on every step of the process, from reading assessment results to learning how to manage different behavioral profiles in the office.

This process is **entirely customizable** according to our clients' needs. Oftentimes, a client will request help with only a few of the 6 steps, or start with 1 step and go from there. It works best when we apply all 6 steps together, which is why we **guarantee results** with that process. However, we're happy to accommodate each client's unique situation



Reach Your Full Potential

Developing and implementing a people strategy is key to your business' success. Even the best strategy will fail if you don't have the right people delivering the performance you need. QPS is your solution to make sure your business is positioned for success.



We help businesses recruit the right people and unlock their best performance. Contact us today to schedule a 1-on-1 consultation about our talent acquisition & optimization services.



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