



Professional Profiling

by Dr Clare Beckett-McInroy

Positive ways to Powerfully Enable Potential.

Although we have been conducting psychometrics in the region for over 15 years, these diagnostics for recruitment, promotion and development are becoming a 'go to' tool to support organisational talent management through ability and personality assessments.

Ensure effectiveness

What is important when choosing psychometrics tools and qualified Psychometrists to provide effective feedback? You need to ensure that you are being provided with the right tests and the right norm groups to meet your needs. You also need the feed-forward provided in the right way to fit your needs, ideally by Certified Coaches assisting in closing gaps in skills, knowledge and behaviours moving forward. If you don't, the results can be inaccurate and even counterproductive!

1. Choose profiling tools that are reliable and valid, that use normative and ipsative assessment.
2. Ensure tests fit the specific needs of your.
3. Check that the correct norm groups are used (e.g. international norm groups may be more appropriate than Eurocentric ones).

If you do not then the results can be inaccurate and even counterproductive.

Team talent

Individual and team assessments are used to identify common group behaviors, demonstrate gaps in perception and provide opportunities to think more deeply and openly about ways for synergy within your organisation.

Our favourite and most rewarding tool is Savile Consulting's Team Profile. Benefits include Higher performing teams. Conflict resolution and Behavioral awareness and change.

Full transparency is the way forward, however, when we conduct 360 or 720 degree feed-forward through psychometrics, we ask for data to be provided confidentially-this works best in the region and provides more accurate facts, especially when people are feeding up to their leaders. Clients in banking, retail and health sectors have commented that workshops following team profiling has helped create team alignment and increased efficiency as well as ignition of brand values.

Hazardous hiring

Most frequently, we use psychometrics with organisations working through human capital decisions, such as selection for hiring, promotions and succession planning. We all know that poor selection decisions mean negative consequences such as high recruitment costs, work disruption, lost business, hindrance of investor confidence and toxic behaviours.

The Center for Creative Leadership (US) found that 40% of new hires fail within the first 18 months. Why? Interviews alone do not provide an objective view of how an individual compares to others. What helps? Psychometrics. Psychometrics are being used increasingly in the GCC, with steady growth over the past five years. Competency based interviews also ensure that potential hires can actually provide evidence of their strengths.

Professor of Human Resources, Murray Barrick at Texas A&M University says candidates are more likely to be

honest and admit their faults when they are not dealing with a person face-to-face. "It leads to more honesty when you're sitting down with a piece of paper..." he says. "If you're looking someone right in eye you're not going to say, 'I give my best 90% of the time.'"

Psychometric assessments evaluate an individual's competencies based on certain criteria depending on the purpose for which the assessment is used. They provide a rigorous method to increase the likelihood of selecting the best fit for a position.

Knowing your needs

It is important to exercise caution when choosing and implementing psychometric assessments tools. First and foremost, know your business needs. Once the objectives of the assessment are identified, choose the test that is designed for that particular purpose, which will accurately evaluate those variables. It is important to pick a psychometric test that has been empirically tested to ensure reliability and validity of its use, ideally utilising both normative and ipsitive measures. A poorly-constructed test or inaccurate norm group will provide insufficient results. To avoid this, we only work with tests that have approval from the British Psychological Society.

Propelling through psychometrics

When properly executed with professional feed-forward, psychometric testing can provide valuable information that can inform decisions and increase performance on an individual, team and organisational level.

"...in today's frenetic environment, developmental assessments and hiring decisions require screening methods to ensure that all competencies are adequately evaluated systematically. The use of psychometric assessments can be instrumental in helping us make the 'right' decisions." Dr Clare Beckett-McInroy. ©



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