

TeamBuilders International

Only using surveys during recruiting? You may be missing the true value.

Many companies have not seen the value they were promised when they implemented behavioral assessments for hiring.

Retention and employee satisfaction are enhanced by coaching that focuses on the behavioral characteristics of the employee. As managers and coaches of people in large in small corporations, we are charged with the responsibility of getting the most efficiency and productivity from people that they are capable of delivering.

Many companies we meet with using behavior assessments to hire, yet attempt to measure the overall level of job satisfaction of their people by conducting paper based surveys-paper processes that take months and even longer to disseminate to the managers. Measurement, or the survey process touches many people. Unfortunately, this process can be viewed as negative when employees do not see change taking place as a result of their input. Another prospective client told us they "measure employee satisfaction and stress by having an HR person walk around the office". Interesting idea, but not very scientific.

By using Web-based behavioral assessments, employers can take a more frequent pulse of their organization and provide opportunities for employees to say what they think is important via open-ended discussions with their managers. As well, senior management has available to them the metrics to determine the overall effectiveness of the line managers coaching.

Companies that measure energy levels and job satisfaction as an overall part of an employees review process find that retention rates and productivity levels are enhanced. The key to success is to use the behavioral assessments throughout the relationship with the employee, not just when they are hired.