

# 2018

# Assessment Practices Study



February 2018

# About this DataNow® Snapshot

DataNow® Snapshots provide highlights of Brandon Hall Group research and illustrate how the data can be filtered by organization size, revenue, corporate performance, and more, using DataNow®, Brandon Hall Group's proprietary HCM research tool. This Snapshot features data from the 2018 Assessment Practices Study.

## 2018 Assessment Practices Study

- Brandon Hall Group's 2018 Assessment Practices Study explores best practices and trends for organizations implementing pre-hire and/or post-hire surveys. It also provides an in-depth understanding of the reasons for use, the types of assessments used, and their impact on business outcomes.

### Highlights include:

- The predominant reasons organizations implement pre-hire assessments are: to improve quality of hire (73%), to identify qualified candidates (skills, knowledge, competencies) (57%), to understand work style (40%), and to predict job performance (39%).
- The top-selected reasons for administering post-hire assessments are: skill and knowledge development (47%), improve engagement/understand engagement drivers (38%), and to improve team performance (37%).
- Organizations consider these competencies to be most-important when selecting an assessment provider: analytics/metrics (58%), predictive accuracy with results (49%), and competency models (41%).

For more information on DataNow® and how to subscribe, visit  
<http://datanow.brandonhall.com/>

# Demographics - 2018 Assessment Practices Study

**301** Total Responses

 **42** Countries

- **72%** US/Canada
- **20%** EMEA
- **7%** APAC
- **1%** Carribean/South America

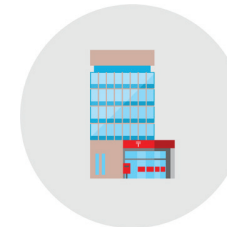
 **22** Industries

Top 5: Technology/Software,  
Consulting/Business,  
Healthcare, Education, Retail

Small, Mid-Size, and  
Large Organizations



**43%**  
Less than 500  
employees



**19%**  
500-4,999  
employees



**38%**  
5,000+  
employees

# Definitions - 2018 Assessment Practices Study

\*Small Organizations: Under 500 employees

\*\*Mid-Size Organizations: 500 - 4,999 employees

\*\*\*Large Organizations: 5,000+ employees

# Research Highlight

These research results, downloaded from DataNow<sup>®</sup>, are available online and can be filtered by organization size, revenue, industry segment, and geography. Some filtered results are shown in the following slides.

To see more, contact us at  
[success@brandonhall.com](mailto:success@brandonhall.com)



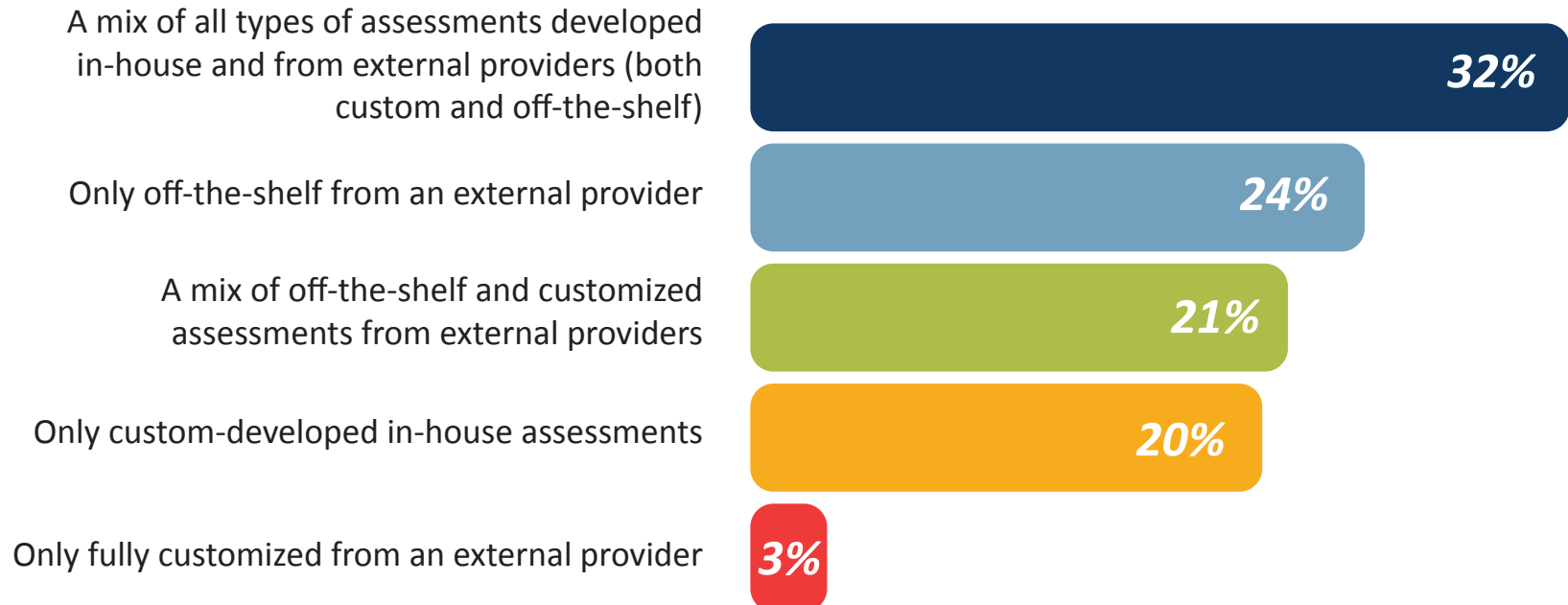
# Questions - 2018 Assessment Practices Study

- Please indicate your current usage of assessments. Select one response.
- **Which of the following best describes the majority of assessments currently used or plan to be used by your organization?**
- What are the most-important reasons your organization currently implements, or plans to implement, assessments for pre-hires/candidates? (Select all that apply)
- What are the most-important reasons your organization currently implements, or plans to implement, assessments among employees, including new hires? (Select all that apply)
- When does your organization primarily administer (or will administer) pre-hire/candidate assessments? (Select all that apply)
- When does your organization administer post-hire assessments? (Select all that apply)
- Which types of assessments are administered at various stages of talent management process?
- When are assessments used for each of the following employee segments?
- **Please select the most-important metrics for measuring your organization's return on its pre-hire assessment investment. (Select all that apply)**
- **What are the most-important metrics for measuring the return on the organization's post-hire assessment investment? (Select all that apply)**
- Which are the most-important competencies considered when selecting an assessment provider? (Select all that apply)
- **Which are, or would be, the most-important features when selecting an assessment solution? (Select all that apply)**
- **Does your organization utilize any pre-hire and/or employee assessment technology solutions?**
- Please indicate your current assessment types that are integrated/connected with any of your systems, like a learning management system and/or applicant tracking system.
- How have these business metrics changed since implementation of the current assessment technology solution?
- Which roles are, or would be, involved in the decision to select any assessment solution? (Select all that apply)
- What percentage of the HR/Talent Management budget is spent on assessments (both pre-hire and post hire), including technology?
- What percentage of the assessment budget is pre-hire versus post-hire? (Numbers only and must add up to 100)

The data from the questions highlighted in green are featured on the following pages. Each Brandon Hall Group research study contains a standard set of demographic questions used to filter and segment data. For more information on how to access this entire study, e-mail [success@brandonhall.com](mailto:success@brandonhall.com).

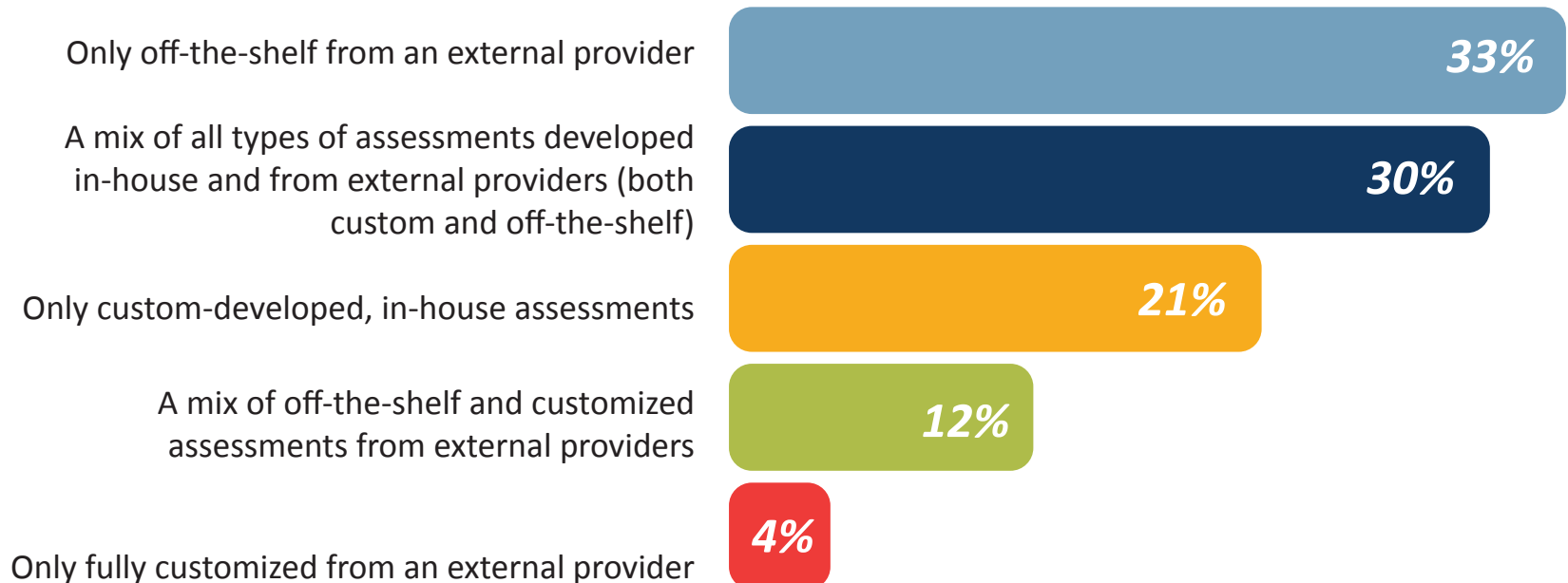
# Which of the following best describes the majority of assessments currently used or plan to be used by your organization?

## Overall



# Which of the following best describes the majority of assessments currently used or plan to be used by your organization?

## Small Organizations\*

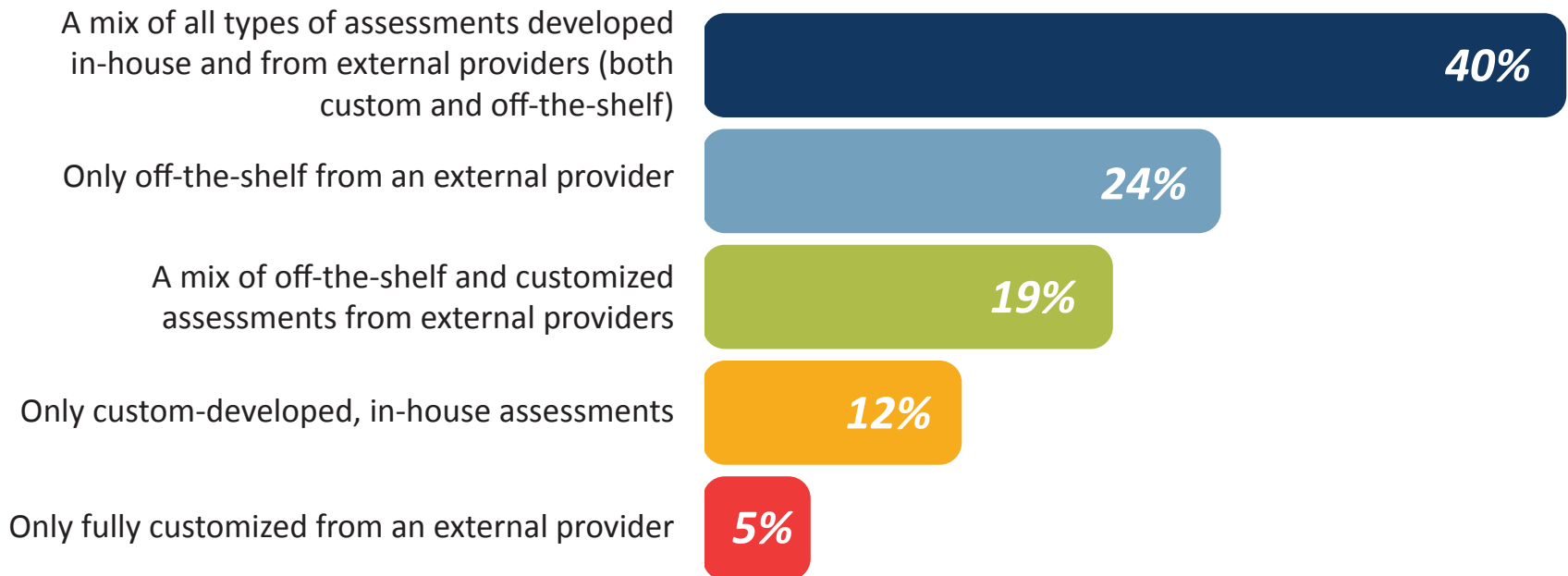


*Descriptors for the data segments can be found on page 4.*



# Which of the following best describes the majority of assessments currently used or plan to be used by your organization?

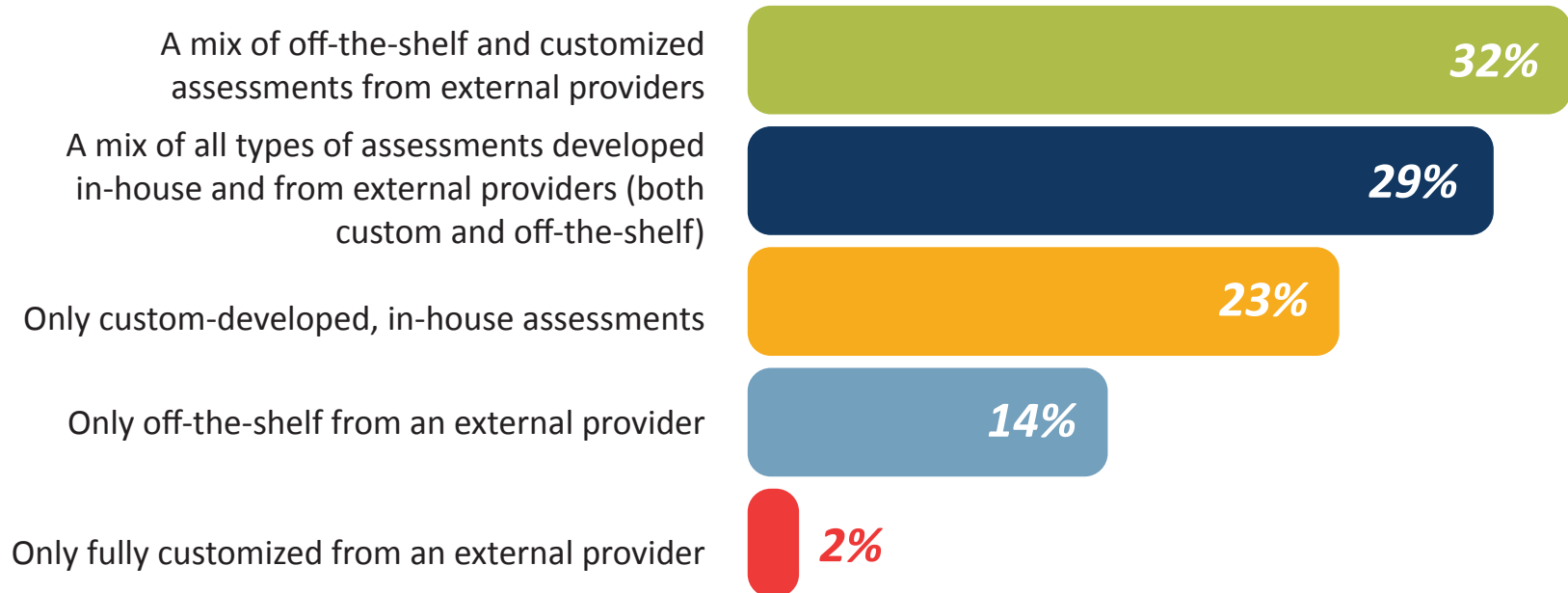
## Mid-Size Organizations\*\*



*Descriptors for the data segments can be found on page 4.*

# Which of the following best describes the majority of assessments currently used or plan to be used by your organization?

## Large Organizations\*\*\*



*Descriptors for the data segments can be found on page 4.*

# Please select the most-important metrics for measuring your organization's return on its pre-hire assessment investment. (Select all that apply)

## Overall

59%

Improved quality of hire

39%

Improved new hire retention rate

34%

Improved time-to-proficiency

24%

Increased new-hire engagement

22%

Improved hiring manager satisfaction

22%

Do not measure return on pre-hire assessment

10%

Improved net promoter score

2%

Other

# Please select the most-important metrics for measuring your organization's return on its pre-hire assessment investment. (Select all that apply)

## Small Organizations\*

64%

Improved quality of hire

38%

Improved new-hire retention rate

35%

Improved time-to-proficiency

26%

Increased new hire engagement

21%

Do not measure return on pre-hire assessment

19%

Improved hiring manager satisfaction

2%

Improved net promoter score

*Descriptors for the data segments can be found on page 4.*

# Please select the most-important metrics for measuring your organization's return on its pre-hire assessment investment. (Select all that apply)

## Mid-Size Organizations\*\*

59%

Improved quality of hire

46%

Improved new-hire retention rate

32%

Improved time-to-proficiency

27%

Increased new hire engagement

22%

Do not measure return on pre-hire assessment

22%

Improved hiring manager satisfaction

16%

Improved net promoter score

3%

Other

*Descriptors for the data segments can be found on page 4.*

# Please select the most-important metrics for measuring your organization's return on its pre-hire assessment investment. (Select all that apply)

## Large Organizations\*\*\*

54%

Improved quality of hire

37%

Improved new-hire retention rate

34%

Improved time-to-proficiency

27%

Improved hiring manager satisfaction

24%

Do not measure return on pre-hire assessment

21%

Increased new hire engagement

17%

Improved net promoter score

3%

Other

*Descriptors for the data segments can be found on page 4.*

# What are the most-important metrics for measuring the return on the organization's post-hire assessment investment? (Select all that apply)

## Overall

44%

Increase in employee engagement

44%

Organizational performance

37%

Goal attainment for employee performance

36%

Reduction in employee turnover

24%

Do not measure return on post-hire assessments

19%

Number of successors in place

14%

Show improvement in meeting employee mobility target

2%

Other

*Descriptors for the data segments can be found on page 4.*

# What are the most-important metrics for measuring the return on the organization's post-hire assessment investment? (Select all that apply)

## Small Organizations\*

45%

Organizational performance

43%

Increase in employee engagement

42%

Goal attainment for employee performance

35%

Reduction in employee turnover

26%

Do not measure return on post-hire assessments

14%

Number of successors in place

13%

Show improvement in meeting employee mobility target

*Descriptors for the data segments can be found on page 4.*



# What are the most-important metrics for measuring the return on the organization's post-hire assessment investment? (Select all that apply)

## Mid-Size Organizations\*\*

47%

Organizational performance

47%

Increase in employee engagement

47%

Goal attainment for employee performance

39%

Reduction in employee turnover

22%

Number of successors in place

19%

Do not measure return on post-hire assessments

17%

Show improvement in meeting employee mobility target

*Descriptors for the data segments can be found on page 4.*

# What are the most-important metrics for measuring the return on the organization's post-hire assessment investment? (Select all that apply)

## Large Organizations\*\*\*

44%

Increase in employee engagement

42%

Organizational performance

36%

Reduction in employee turnover

26%

Goal attainment for employee performance

25%

Do not measure return on post-hire assessments

22%

Number of successors in place

14%

Show improvement in meeting employee mobility target

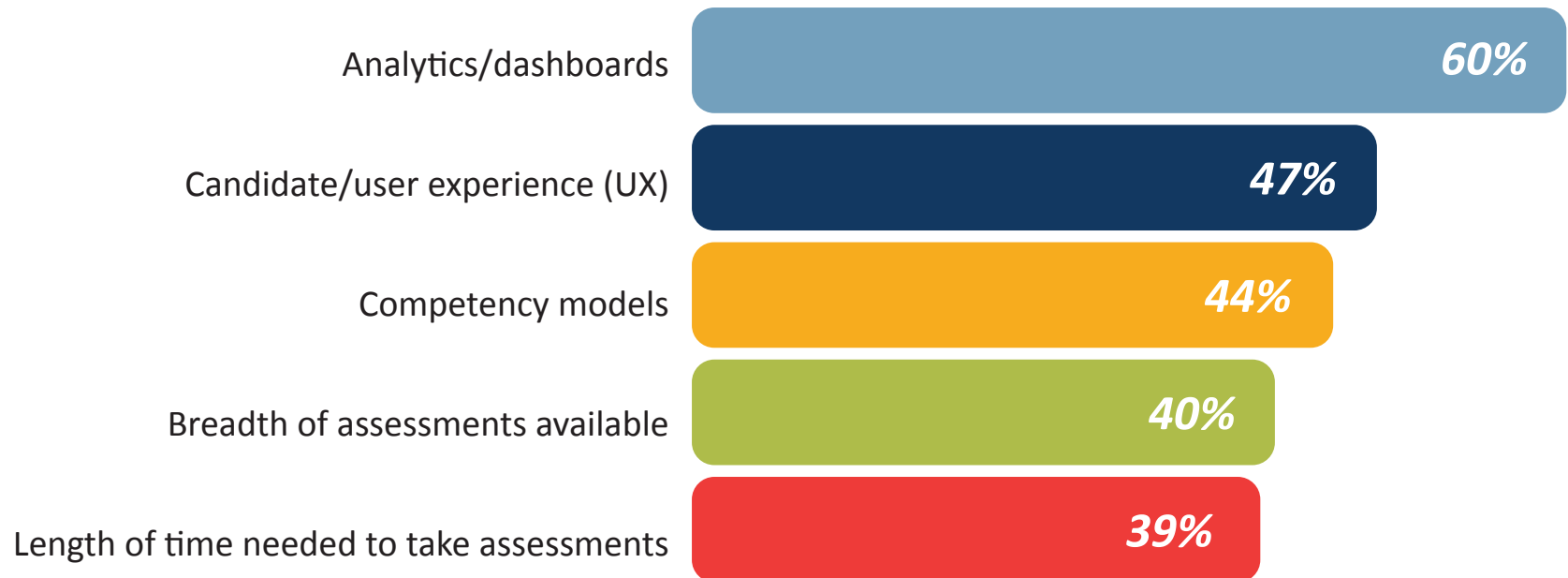
4%

Other

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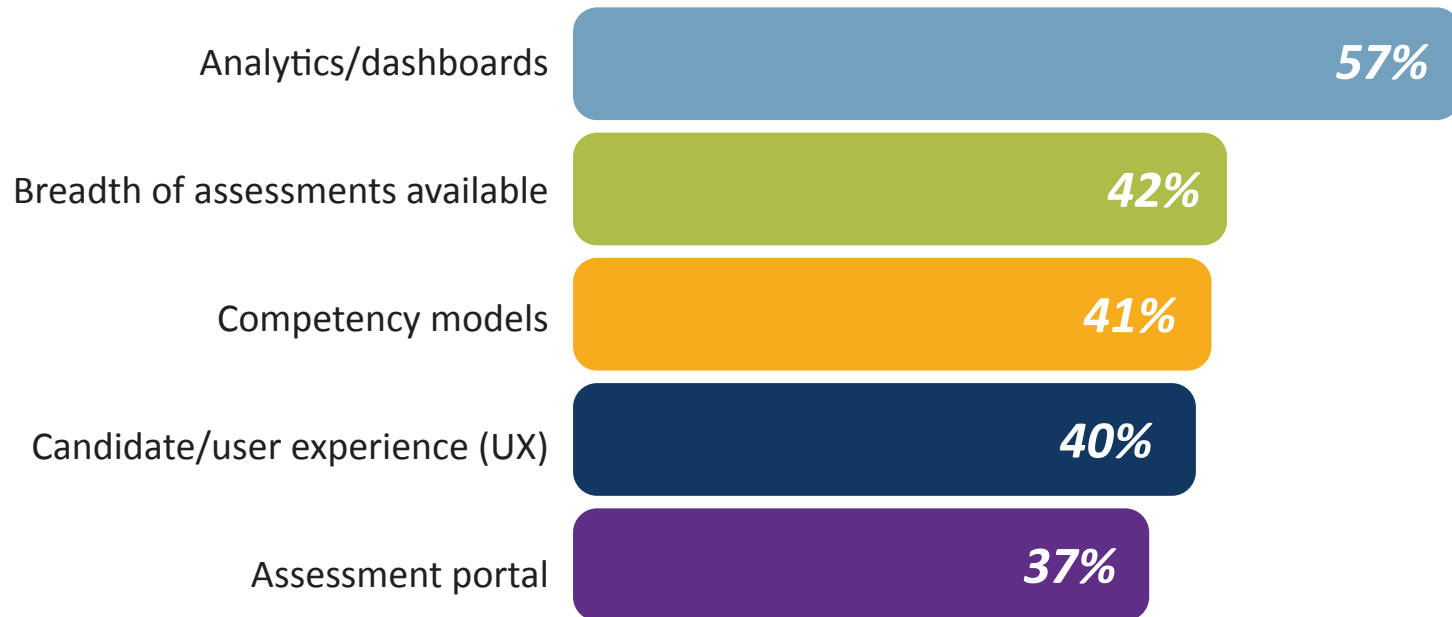
# Top 5 features when selecting an assessment solution

## Overall



# Top 5 features when selecting an assessment solution

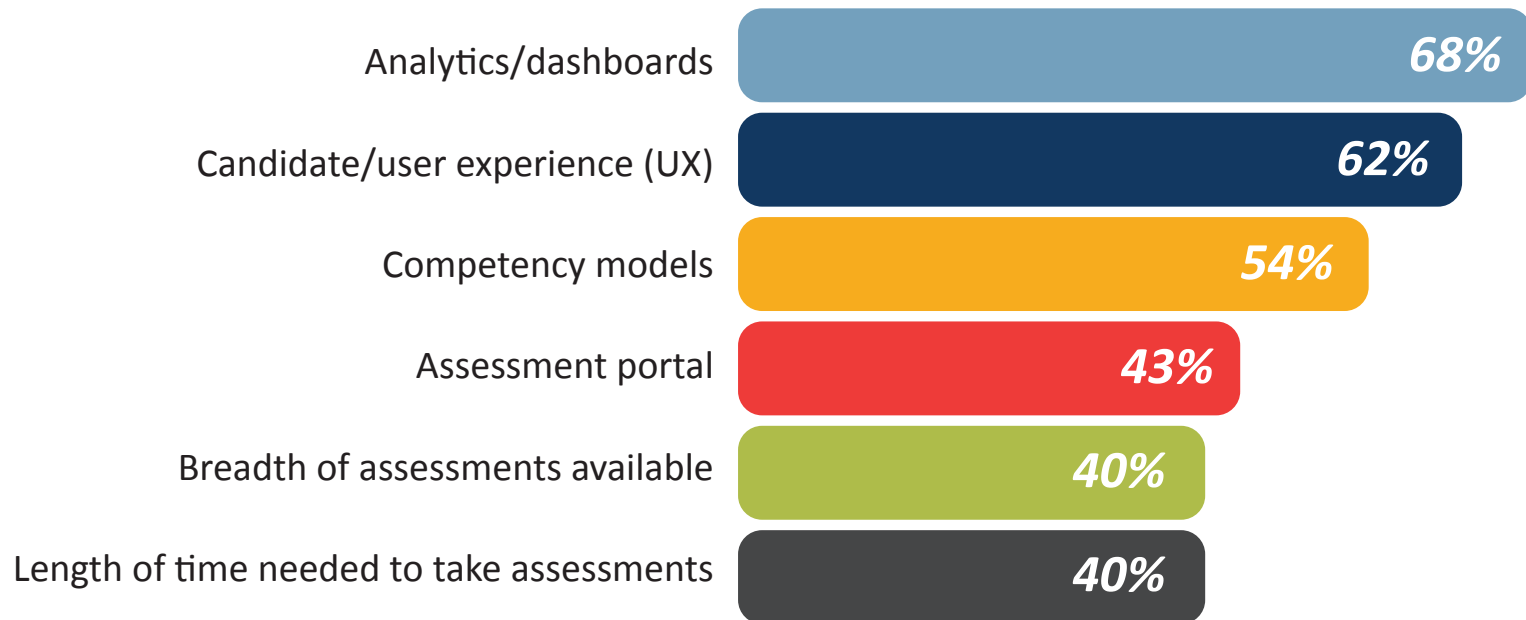
## Small Organizations\*



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# Top 5 features when selecting an assessment solution

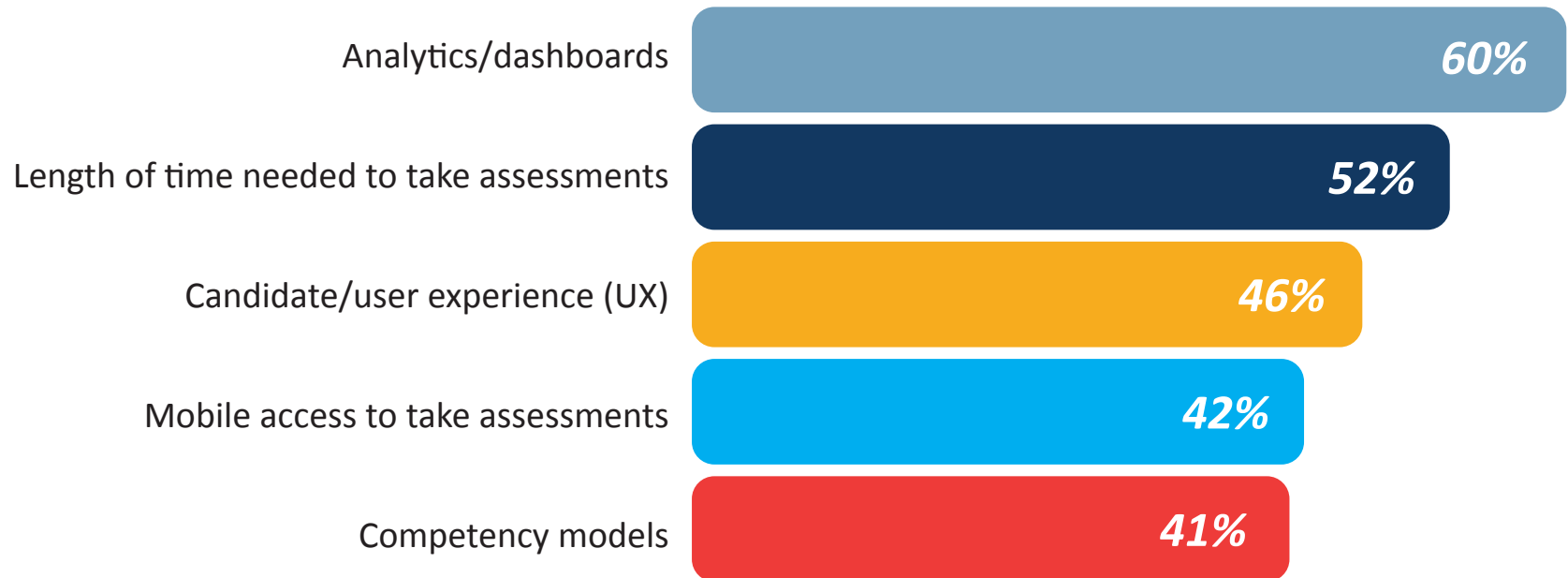
## Mid-Size Organizations\*\*



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# Top 5 features when selecting an assessment solution

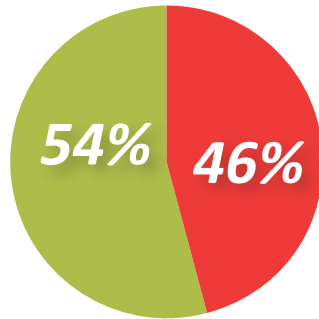
## Large Organizations\*\*\*



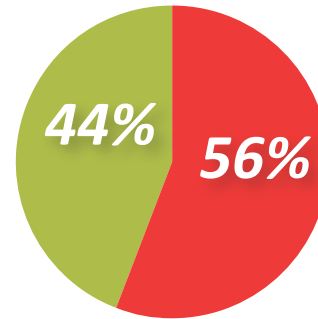
*Descriptors for the data segments can be found on page 4.*

# Does your organization utilize any pre-hire and/or employee assessment technology solutions?

**Overall**



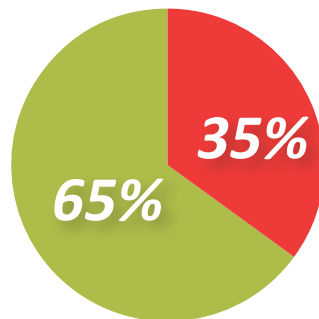
**Small Organizations\***



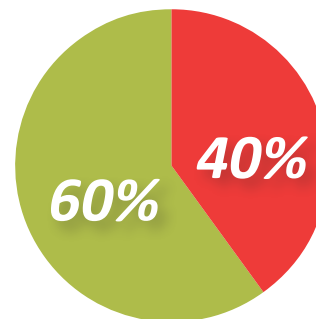
● Yes

● No

**Mid-Size Organizations\*\***



**Large Organizations\*\*\***



*Descriptors for the data segments can be found on page 4.*

## About Brandon Hall Group

**Brandon Hall Group** is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management.

With more than 10,000 clients globally and 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

**Our vision:** To inspire a better workplace experience.

**Our mission:** Empower excellence in organizations around the world through our research and tools each and every day.

Contact Us at [success@brandonhallgroup.com](mailto:success@brandonhallgroup.com)



# Our Services

## GET HELP TO DRIVE RESULTS FOR YOUR TALENT

In today's volatile and global business climate, managing talent for high-performance plays an increasingly crucial role in an organization's growth and future success. Effective talent management is a top priority in organizations everywhere because, while organizations recognize the need to obtain and retain people with the very best skills, they continue to struggle to implement effective strategies to do so. HR and Learning professionals need to be able to successfully define organizational talents needs and skills, identify talent strengths and career goals, and align organizational needs to individual needs. Rethink your strategy, validate your assumptions, transform your business, and optimize your time with the use of reliable data, tools, and guidance.



PLAN



ATTRACT



DEVELOP



PERFORM



RETAIN



OPTIMIZE

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## GET HELP WITH YOUR HR SERVICES MANAGEMENT & DELIVERY

As described in the employee lifecycle, processes are linked to employee transactional processes (e.g., compensation, benefits, compliance, contingent workforce management, etc.) via workforce planning and analytics.

- Policies/Process/Procedure
- Payroll
- Expense Management
- Benefits & Compensation
- Contingent Workforce Management
- Compliance
- Time & Labor Management

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## GET CONSULTING HELP WITH...

- Strategy and Planning
- Governance & Business Alignment
- Executive Management
- Team Development
- Measurement & Analytics
- Program Design & Deployment
- Technology Selection, Management & Integration
- Organizational Structure
- Measurement & Analytics
- Change Management
- Budgeting & Forecasting

## Contact Us



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