

Recruiting motivated candidates to reduce staff turnover

PSYCHOMETRIC TESTING CASE STUDY

BACKGROUND

Edge Hill is a leading campus university with a strong focus on employability and delivering an outstanding student experience, underpinned by high quality learning, teaching and research, whilst further developing a strong sense of community.

As part of its vision and values, Edge Hill University aims to harness the creativity, knowledge and commitment of its staff to promote its values and enhance its activities.

It recognises that success in a highly competitive environment can only be achieved with the full engagement and commitment of the staff who work there. There is a direct correlation between the experience in the work place and how they in turn engage with students and other stakeholders. The leaders and managers of the University look to maintain an outstanding working environment which enables staff to perform to the highest standard and ultimately support the long-term sustainability and success of the University.

BUSINESS CHALLENGE

1. *Hiring motivated candidates*
2. *Hiring those who fit the workplace culture*

The University identified that it needed to ensure that measures were incorporated into the recruitment process to ensure that they were hiring only individuals with the motivation and mindset needed to thrive in this

working environment, fit in the workplace culture and be an asset to the University.

SOLUTION

To ensure the appointment of the best possible candidate available, the University wanted to become even more rigorous in its approach to recruitment. Daniel Smith, HR Manager says "We needed selection methods that would evaluate all essential criteria to ensure the appointee has the necessary personal qualities and skills to undertake all aspects of the role and the capacity to develop further."

Edge Hill University identified Skillsarena's psychometric test - Character DNA - as the best way to measure a candidate's personality traits and communication style to analyse whether they would be a good fit with the rest of the team, and the University working ethos as a whole.

OUTCOME

Through utilising Character DNA as a tool in their existing recruitment process, meant that they could better filter out those candidates who didn't display the right attitudes to fit in with their company culture, thereby only hiring those who showed the ability to be highly motivated, meaning that their staff turnover is at an all-time low.

"Character DNA has been highly effective at ensuring we appoint individuals into the organisation that can contribute to our positive and engaging culture"

- Daniel Smith

HR Manager, Edge Hill University.

HIRING THOSE WHO DISPLAYED A GOOD FIT TO THE BUSINESS HELPED REDUCE STAFF TURNOVER



INCREASED QUALITY OF HIRE



IDENTIFIED MOTIVATED CANDIDATES



STREAMLINED RECRUITMENT PROCESS