

Decisions Matter: transforming decision making and delivering value with assessments

Online assessments help businesses and organizations to make more informed people decisions and to unlock personal and collective potential.

They can make a real and lasting difference to an organization's performance.

Here are ten ways that online assessments provide real value and deliver a return on investment.

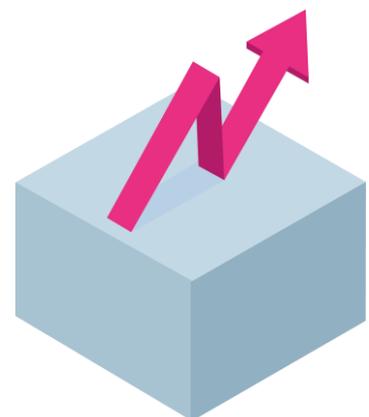
1. **Make informed decisions:** with valid, fair and defensible assessments, leaders can make informed decisions based on accurate and reliable information. Robust online assessments provide the reliable data that leaders can use to make decisions about their people.
2. **Improve productivity and employee competence:** studies show that after introducing assessments, 58% of companies see an increase in employee retention, 58% in productivity and 60% in customer satisfaction.
3. **Recruit the best people:** three-quarters of job candidates lie on their CV. Failed hires can cost employers up to 30% of an employee's first years earning. After implementing assessments, 76% of corporates have seen an increase in the quality of hire.

Companies that introduce assessments:

58% see an increase in **employee retention**

58% see an increase in **productivity**

60% see an increase in **customer satisfaction**



“Failed hires can cost employers up to 30% of an employee’s first years earning”

4. **Reduce compliance risk:** regulators worldwide continue to sharpen their teeth with considerable fines levied on financial services (\$300bn since 2009), US utilities (\$20bn since 2000) and US pharma businesses (\$38bn since 2000). Robust assessments demonstrate compliance to regulators and reduce the risk of fines.

5. **Save time and money:** good decision-making saves time and money through better performance and higher productivity. It can eliminate unnecessary training and reduce the risk of fines.

6. **Reduce health and safety risk:** human failure contributes to almost all accidents and exposures to substances hazardous to health. The cost of such accidents is high and can very often be avoided with effective training.

7. **Protect reputation:** mistakes in the production or delivery of goods or services, whether in regulatory compliance, process and procedures, or health and safety can hurt an organization’s reputation. Assessments can also check that correct procedures are understood and followed throughout the sales channel.

8. **Improve the effectiveness of training:** without the regular discipline of recalling information, the human brain’s ability to retain learning is significantly reduced. Assessments are critical for

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organizations that want to maximize the value and effectiveness of their learning and development investments.

9. **Create a certification virtuous circle:** rigorous certification programs that assess and award employees based on skills and knowledge ensures that the right people complete the right task. These programs enable employees to demonstrate capability and potentially improve their career or salary.
10. **Improve the efficiency of training:** employers can save time and resource by testing employees before they undergo training to see if they already know the material. If employees pass the test, they can skip the training. This saves time and money.

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