



Benefits

- Provide career counsellors with the insights to offer tailored advice and support.
 - Enable students to be confident in applying to their desired job and getting hired.
 - Partner with a provider that has over 25 years of assessment and talent consulting experience, behavioural insight and predictive analytics in the workplace for recruitment and development of talent.
 - IBM Kenexa has deployed over 40 million assessments per year to some of the largest, most respected organisations, institutions and companies in the world.
 - Tests available in multiple languages to support students where English is a second language.
 - Immediate scoring with flexible reports that can provide students with an outline of strengths, development points and practise interview questions.
 - Assessments are mobile-enabled.
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‘Get Hired’ IBM Kenexa Assessments for Higher Education

*Use behavioural science to better **understand and develop** students’ skills, ability, motivational drivers and preferences to help them **succeed** in getting hired.*

Understanding the Approach to Students’ Employability Guidance

IBM has conducted an internal study with University Interns and Graduates that clearly conveys the need to change the way universities approach students’ employability. The biggest gap in university career services was around the lack of an active approach that would support students’ career choices and challenge their presumptions. The study suggested students have a strong need to better understand who they are, what motivates them in the workplace and what jobs they would be suited for before finishing their degree. They must also develop their transferable and hard skills to be successful at getting hired and ultimately succeed at what they end up doing. Students also want to know what to expect and what is expected from them in the long term. Most importantly, they do not want to resort to a “spray and pray” approach in applying for jobs, but rather target jobs that suit and complement their skills as well as align with their personality, motivation and interests.

Recently, one of the UK’s biggest graduate recruiters announced it will remove the degree classification from its entry criteria, emphasising the importance of assessing traits and skills, elements which employers are considering crucial in their recruitment process. IBM Kenexa has been successfully enabling companies to source (identify, engage, assess, nurture and recruit), retain and develop the best talent. We are now bringing this experience to universities to prepare graduates applying to relevant companies and roles so they can succeed in getting hired and performing well.




IBM 'Get Hired' Solution

In order to address the challenge of student employability, IBM offers deep and detailed insights about each student's traits and compatibility to different jobs. This will determine the skills gap that the students will want to develop and improve to succeed in the desired position.

How Can IBM Online Assessments Help?

IBM Kenexa offers a wide portfolio of assessments that assess innate traits, learned skills, and job/organisational fit for

individuals. Using the appropriate assessments, IBM can give students the insight into what their personality preferences are and their level of aptitude, as well as understand what motivates them in the workplace and what their proficiency level is in learned skills such as MS Office. This insight can be used by universities to support career services offering tailored advice on the best suited job role students should consider applying for, and support students with development areas and practice interview questions included in the assessment reports.



The following tests can be offered to students:

Traits (What can you do?)

- **Cognitive Ability Tests** – Aptitude tests are designed to assess your potential for acquiring and dealing with new information in order to achieve a particular solution.
- **Personality Assessments** – Personality questionnaires assess an individual's preferences in the work place

Fit (What do you want to do?)

- **Motivational Questionnaire** – An assessment that gauges an individual's primary environmental, interpersonal, and intrapersonal needs to assist with understanding areas of employments, strengths and development. Applicable across positions and industries.

Skills (What have you done?)

- **Skills Assessments** – Identify and select talented candidates by using validated skills assessments that span many different job roles in various industries.



For more information

To learn more about this solution and more, visit:

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Produced in the United States of America
March 2017

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