

QTA Workshop 2: Recruit

Introduction to Cognisess

At Cognisess – we are interested in people. Cognisess provides the world's most comprehensive predictive analysis software – This essentially means a platform that is driven by a unique combination of data science, neuroscience, gamification, artificial intelligence and machine learning – it enables businesses to make better informed decisions about their people.

The platform is home to more than 50 online assessments that measure 150 human attributes across 8 key performance areas, varying from Cognition, Emotion, Personality, Behaviour and Career preferences. It removes human bias, 'gut feeling' and the historic nature of the traditional resume alone and helps HR professionals to understand what 'best' is and how people are most likely going to behave in an unpredictable business environment. Cognisess is not just about recruiting new people, it also focuses on whether people fit in a company culture or team, whether they are performing to the best of their ability and their engagement over a period of time – it is about building better and stronger organisations

The BUSY Group and Cognisess are in alignment with their vision – a world where everyone is given the opportunity to succeed and where individuals' real talents and abilities are recognised – irrespective of age, gender, background or ethnicity.

The key issues we solve:

1. **Candidate recruitment** – in particular poor job fit: one third of people employed in their current job for less than 6 months are already job searching. Cognisess aims to find the right person every time, and the decision is made based on a combination of data analysis AND career matching which assists the final decision.
2. **Employee productivity** – in particular high turnover/absenteeism: with 10-15% annual attrition, companies turn over upwards of 60% of their entire talent base within 4 years. By ensuring the right person is offered the right role through specific results and attributes met, this will reduce churn within the organisation and save time and money on future recruitment drives.
3. **Organisational design** – in particular, poor culture fit/alignment: 87% of employees worldwide are not engaged. Using the platform and the customisable surveys, we aim to keep in touch with employees in both short and long term.

As a complete, fair and unbiased people analytics solution, the platform enables users to identify and recruit their real talent, to nurture it and realise its true potential. It means businesses can avoid bad hires and reduce employee churn, save time and cost, improve diversity, boost productivity and enhance organisational design.

The Cognisess platform also provides businesses with a global solution, assuring cultural neutrality in 10 languages, covering half of the world's working population and customisable to meet Australian-based norms and benchmarks.

Working with BUSY

Over the last 2 years, Cognisess and The BUSY Group have partnered together and utilised the platform as part of their internal and external recruitment process. 5000 individuals have completed their personalised Cognisess activity and received a customised career match based on existing and available apprenticeships and traineeships across Australia, as well as a more broad career match linked to over 1200 professions across the globe.

BUSY have integrated Cognisess within all departments and provided career guidance to hundreds of individuals of all ages, based on a combination of their skills and attributes from the game-based activities on the platform. We are working across Gateway and CAPP, Skills Checkpoint for Older Workers (SCOW), Transition to Work, BUSY Schools and BUSY Ability and have tailored the platform, the assessments and output to ensure all individuals receive the information and guidance they need for the next step.

Cognisess' 'profiler match' tool has been utilised across BUSY. A profiler is created for a particular position, for example – an electrician, and is made up of the attributes important for that role. In this instance, visual search, concentration, problem solving, conscientiousness (being dutiful, diligent and consistent) and having a realistic and investigative nature are deemed crucial for being effective in this role. With the BUSY Group, we were given over 400 apprenticeships and traineeships and created profilers for each one. So, when an individual completed the career match assessment, their results would firstly generate personalised reports as well as a career match with a list of the positions they are most suited to and are available in Australia.

Moving across from the corporate sector to the education space, we adjusted the platform to assist with this. With gamification rapidly becoming the default standard for assessing, testing and training individuals, Cognisess has adapted the assessments so that over 80% are gamified. This provides a 'fake resistant' interface for people to demonstrate their natural talents and abilities in a fun and interactive format and is well received by all audiences.

Whybirds Removals

For the purpose of this workshop, we have asked this group to complete an activity set through an example dashboard – in this instance, Whybirds Removals. We created a customised dashboard, with personalised jobs and a specific activity set tailored to the available positions. There are 7 jobs on the platform, ranging from branch manager, furniture removalist to sales consultant. For each position, there is an online applicant tracking system where employees can view candidates applying for each position, their progress and their results.

We created profilers for each position based on the job requirements listed. These requirements were then matched to appropriate assessments and an activity set was created for each position. Individuals completed the activity and were then able to access their profile, results and profiler match results to review.

The data has been collated and analysed, producing a job role persona – this takes the means and standard deviations of all individual data and creates an output that summaries what a typical individual looks like for a role/in a company. We have conducted this analysis for all Cognisess clients and is typically used as part of the recruitment process. For example, for our client AB InBev (Global Brewery), who's global recruitment we run, we take the top 100 employees across a variety of roles and have them complete a similar assessment set. We analyse the data and understand what qualities make them the best at their role. We create profilers that identify if candidates have these desirable traits and it produces a match score –

meaning employers can quickly recognise if they are suited to the roll. This reduces time and effort spent manually recruiting individuals and sorting through resumes and keeps the process consistent and objective, with all data located on one platform.

As you can see from the job role persona, the small cohort of 12 have some interesting results as a collective. Notably, with high levels of emotionality (73%), highly achievement oriented (88%) and have high levels of concentration (66%) and processing 72%.

Job Role Persona Output:

Performance Area	Most relevant attribute	Score
E.g. Emotion	Emotional Intelligence	72%
	Emotionality	74%
Cognition	Problem Solving	57%
Cognition	Concentration	66%
Career	Achievement	88%
Social Cohesion	Calm	69%
Social Cohesion	Organised	68%
Cognition	Processing Speed	72%
Social cohesion	Modest	69%
Career	Enterprising Interests	65%
Career	Social Interests	72%

With this sample and the amount of assessments completed, we analysed the data of roughly 110 attributes to gain the average score for all qualities from all individuals. That is, when the data is combined – where the group sit collectively. The standard deviation refers to the distribution of the scores, the smaller the distribution indicates a tighter-knit group for certain attributes. For example, the groups mean for concentration was 66% and the standard deviation was 15 – this means that the top score sat at around 81% and the lowest score sat at 51%.

Attribute 1: Emotionality

Emotional Intelligence refers to an individual’s ability to be aware of their own and others’ emotions expressed both facially and verbally. As a group, QTA individuals averaged 72% – a high score given the small sample. This demonstrates that individuals are confident in accurately recognizing emotional states in others, as well as being aware of their own emotional state. High emotional intelligence is utilized in social problem solving, decision making and positive communication with others – all qualities needed in a successful management position. Similarity, the cohort’s personality attribute – Emotionality, which is a tendency to understand and express emotions and empathise with others, is also high (74%). Studies have shown that candidates and employees with higher EQ scores tend to be rated higher on measures of interpersonal functioning, leadership abilities and stress management (Colfax et al, 2010).

Attribute 2: Concentration

The individual's concentration score is relatively high (66%), indicating that they are capable of focusing on a task for a period of time and filtering out distractions sufficiently – a skill key to top management and client relationships. Consequently, high levels of concentration increase productivity and time management. In a role such as a furniture removalist, they are required to fill out inventories, note any wear and tear and pack and label items as required. This requires high levels of concentration and consistency with each job.

The benefit of analysing this data is to help understand what makes a group unique and good at what they do. One of our longer term projects is to conduct this analysis across all BUSY employees to help us gain insight into what qualities and attributes are aligned in all BUSY employees, if there are any minor areas to work on and to use this data to help with future recruitment processes and hiring people who fit in with the BUSY profile and will bring something positive to the team. It is most effective to use top employees in an organisation (as selected through KPI data or referred by a manager) and we can understand what qualities contribute to their success. With the organisations in the QTA, there are not only the reports and results from the system that enable us to understand their strengths and areas to work on but are also applied to how they are likely to perform in specific positions and compare hundreds to thousands of candidates against one job in seconds.

I hope this gives you all more insight into our predictive analytics tool, the way Cognisess and BUSY are partnered to use the platform and how we envision Australian organisations harnessing the platform as part of their ongoing recruitment processes.