

QTA Workshop 3: Retention in Organisations

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, in terms of recruiting the right talent and understanding how best they will work within your organisation.

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.**

Cognisess helps HR professionals 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 or 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 to last.



Assessment



Benchmarking



Recruitment



Team Fit



Performance



Engagement



Insights

Retention in an Organisation

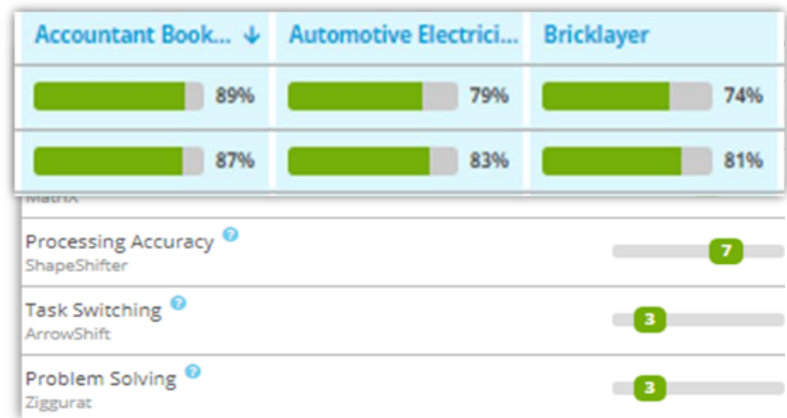
Cognisess can be utilised by businesses from the initial recruitment process to employee longevity and success. The Cognisess platform has multiple areas to support and monitor employee retention, these include:

1. Cultural Fit – Map attributes using the profiler function
2. Activities and Assessments - Monitor Individual development
3. Team Fit – Predict team cohesion
4. Surveys and Appraisals – Connect with employees

Cultural Fit

Ensuring the right cultural fit within a company is a benefit of taking a more data driven approach – which has been proven to lead to higher retention over time. By analysing data from top performing existing employees through assessment completion, it allows Cognisess to map characteristics and create a set of benchmarks that selects a diverse range of candidate, irrespective of past experience or education. The assessment set consists of game-based cognitive, personality, social cohesion, career values and behavioural activities and can be customised client to client depending on what information is needed.

- ✓ Identify key attributes in individuals
- ✓ Compare data with top performing employees
- ✓ Make the right choice of hire that align with company culture
- ✓ Reduce bias and increase diversity



Monitor Individual Development

As all individuals who have created an account with Cognisess will have completed an activity set, their data will be available on their personal profiles. Individuals and employees are encouraged to complete additional activities across the platform to learn more about themselves and better understand strengths and areas to work on. HR professionals and managers can monitor progress online as have full access to data – if an employee completes a variety of assessments every few months, this will be plotted on a graph to provide visual feedback on scoring.

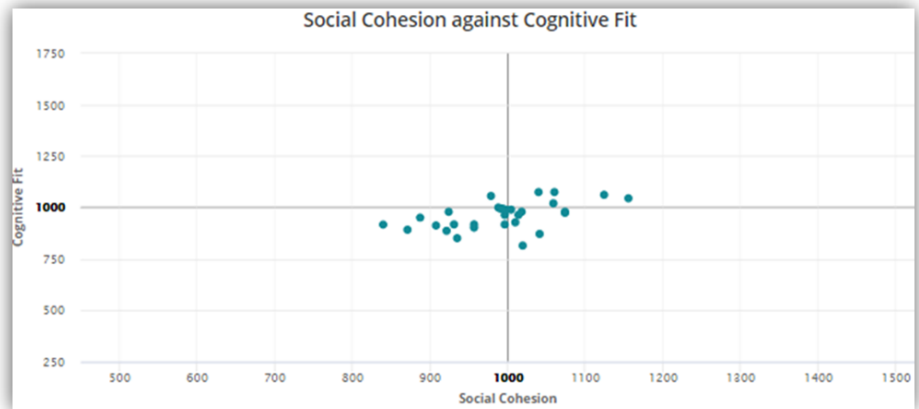
Areas such as personality, career values and emotionality are interesting to monitor and can form part of appraisals and check-ins, whilst offering a degree of privacy and confidentiality to employees.



Team Fit

Team Fit creates visualisations of cohorts, based on their results individually and when placed in a business context. It enables businesses to maximise team cohesion and productivity by understanding working styles and strengths.

- ✓ Understand how and where your people contribute the most as a part of a team – target areas of weakness and enable creation and deployment of project-oriented teams
- ✓ Boost productivity – more cognitively diverse teams have higher overall productivity and problem solving ability
- ✓ Improve communication – more aligned teams are more innovative and work together more effectively



Surveys and Appraisals

Cognisess survey function enables organisations to check in with employees and better understand their culture, values and alignment. Surveys and appraisals can be customisable and integrated into the application process or employee check-ins.

The ability to plot and track performance (grouped or individual) allows HR professionals and team leaders to quickly decipher how a team truly feels about their role, their management, the general environment and overall satisfaction.

By allowing an individual to address their issues and follow up in a group meeting or 1-1, it ensures trust and communication – qualities linked to higher retention in an organisation.

