IT’S TIME TO START SEEING THE POTENTIAL IN GRADUATES

Graduate Recruitment and Development

web.haygroup.com/the-graduate-journey
Competition for graduate jobs has never been more intense – creating more pressure for both graduates and employers alike. But at the same time, in the UK more than 700 graduate positions were left unfilled last year. Why? Are current graduates not ‘work-ready’?

Time magazine famously labelled millennials the “Me me me” generation. Surveys in the US and UK have revealed that employers think they’re narcissistic and want to get rich quick. Our research in 2014 revealed that 80 per cent of business leaders and HR directors struggle to find graduates with the soft skills they need, while 86 per cent admit that retaining graduates with those skills is a concern.

So is it true? Are the current graduates really not ‘work-ready’ and do they lack the sought after soft skills?

We believe it’s time to talk about this generation, and stop believing everything you read and hear.

Our data shows that the current generation of graduates has just as much potential to perform as previous generations. You just need to recruit and develop them in the right way.

We help organisations to identify and recruit the right graduates and, once hired, to help them develop the emotional and social skills they need to excel at work.

Read on to find out how.

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1 The Graduate Market in 2015 - High Fliers
2 BPP Professional Development survey (2013) and The 2015 Millennial Majority Workforce study
3 Worth their Weight in Gold - Hay Group (2014)
53 per cent of graduates said...

...they’ve considered leaving their jobs because they ‘don’t fit in’.”

THE CHALLENGES

Talking to top global organisations, we know that these are the hardest challenges when recruiting and developing graduates:

1. Designing an engaging recruitment process, which re-affirms your employer brand and makes your organisation stand out from the competition.

2. Finding the best candidates in a large volume of applications in a quick and cost-effective way.

3. Matching the right people to the right job and making sure your candidates’ expectations are met as well as yours.

4. Showing yourself to be an employer who delivers both a positive candidate experience and believes in developing their people.

5. Helping your graduates to develop the emotional and social skills they need to excel at work.

6. Retaining your current graduates and keeping them on track and motivated to learn and develop.

7. Helping your graduates to take responsibility for their own development and, therefore, freeing up your managers’ time.

*Worth their Weight in Gold - Hay Group (2014)*
THE GRADUATE JOURNEY
How we can help you find the right graduates and develop their soft skills.
TALKING ABOUT THEIR GENERATION

GRADUATE RECRUITMENT

Using innovative assessment to identify and select the best graduate talent.

AFFINITY

“REDUCE THE NUMBER OF UNSUITABLE CANDIDATES...”

Let candidates look behind-the-scenes
To maximise the number of suitable candidates, it’s important to manage their expectations of the role and organisation from the start. Affinity is our solution for delivering realistic job previews (RJPs). We can work with you to design an RJP which gives applicants an indication of their likely fit with your organisation and the role before the start of the recruitment process. RJPs are designed to give applicants a positive and engaging experience, irrespective of whether they decide to proceed with their application. They also reinforce your organisation’s brand and reduce the number of unsuitable applicants.
Sift out unsuitable candidates early on and spot high potential

It can be hard to identify the right candidates from a large volume of applications. By using our Elements ability tests and/or our Situational Judgement Tests (SJT) early in your recruitment process, you can objectively filter out candidates that don’t meet the fundamental requirements of the role.

Both use adaptive testing, making sure that the candidate experience is swift and engaging.

In the case of Elements, the difficulty of each question is based on the candidate’s responses. This makes sure that the questions are at the optimum level of challenge for the individual and that candidates can demonstrate their true ability.

With SJTs, the adaptive nature of the assessment means that candidates are presented with evolving situations based on their previous responses. This allows you to home in on a candidate’s behavioural tendencies in a more engaging, realistic and immersive way.

Combined with a high performing norm group, the adaptive nature of Elements and Judgement differentiates top graduate performers.

"DELIVER A POSITIVE CANDIDATE EXPERIENCE..."
Assess personality to evaluate likely behaviour and suitability

It’s not always easy to identify graduates with the appropriate competencies to perform the job in the way you want. Our Dimensions personality questionnaire helps improve the accuracy of your hiring decisions. It provides objective insights about an individual’s likely behaviour at work.

We can map Dimensions against your graduate competency model. You can also create a customised role profile against which you can map candidates’ results, identifying the best fit against the most important behaviours for a specific role. Dimensions provides an unbiased way to identify candidates with the highest potential, so you can plan for future development and succession.

Deliver engaging and cost-effective assessment centres

It can be difficult to work out if your candidates are work-ready and have development potential. It’s important to understand if they have the right competencies to do the job effectively and to identify their development needs. Our assessment centres deliver a truly holistic picture of a candidate, through the use of multiple assessment techniques and assessors. Offering objectivity and rigour, they provide deep insights into a candidate’s competencies, abilities, personality and motivation.

Our assessment centres are custom-designed and tailored to your unique requirements.
“84 per cent of graduates cited having ‘good insight into the role’ as the...

...most important factor when applying to an organisation”

Worth their Weight in Gold - Hay Group (2014)
GRADUATE DEVELOPMENT

Develop the social and emotional skills your graduates need - quickly and cost-effectively.

Journey is our mentor-in-the-pocket, helping your graduates to develop the social and emotional skills they need to excel at work.

No one said personal development couldn’t be fun. Using gamification techniques Journey keeps your graduates engaged and committed. Within just four months, they learn how they can have a more positive impact in your organisation.

“Journey combines everything we know about how people learn with the latest gamification techniques.”

The mobile app takes your recent graduate hires through a series of on-the-job tasks, designed to accelerate the development of five core emotional and social skills:

- Self-awareness.
- Self-control.
- Influence.
- Empathy.
- Teamwork.

Based on in-depth research into what drives outstanding performance and how to change behaviour, Journey provides a unique and inspiring digital learning experience for your graduates.
Journey will help you to:

- develop your graduates faster
- teach them the core emotional and social skills they need to perform well in their jobs, make a difference in their teams and contribute to your business
- position yourself as an employer that believes in developing your people, build your employer brand and attract and retain new graduates
- free up your managers’ time - they can spend less time and effort on coaching new graduate hires and the conversations they do have will be more effective.

Most importantly, your organisation will harness the full potential of your graduate hires and young professionals, increasing their productivity and performance.

“85 per cent of HR Directors say social and emotional skills, not technical skills, are the real differentiator.”

“92 per cent of business leaders and HR directors believe that emotional and social skills…

…and are increasingly important as globalisation accelerates and organisational structures change.”

6 Worth their Weight in Gold - Hay Group (2014)
7 Worth their Weight in Gold - Hay Group (2014)
WANT TO FIND OUT HOW WE CAN HELP YOU RECRUIT THE RIGHT GRADUATES AND DEVELOP THEM QUICKLY?

PLEASE VISIT:
web.haygroup.com/the-graduate-journey

Talking about their generation is brought to you by Hay Group and Talent Q.

In April 2014, psychometric assessment specialist, Talent Q became part of Hay Group, a global management consultancy. Working in partnership, we bring something unique to the market: a complete offering which helps organisations around the world to recruit, assess, develop and engage their people at all levels of their organisation, in all industries, in a consistent way.

Partner with us to build the best graduate journey.

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