

New heights for women's pay achieved!

Further to research that showed taller men can expect to earn around 1.5% a year more than their shorter peers, a survey by Opinion Matters and Long Tall Sally has found that women taller than 5 foot 8 inches are twice as likely to earn more than £30,000 per year than those of a smaller stature.

Assessments for...



Soreen manufactures a delicious range of fruit and malt loaves. Its original product is the UK's favourite malt loaf and its unique and secret recipe has remained the same since it was first created.

As well as a growing export presence, it has a devoted following amongst Britain's finest athletes. Many sportspeople rely on Soreen's malt loaf range as part of their balanced diet because each item is packed full of carbohydrates and is a great source of energy. The company has also been the proud sponsor of sporting events such as the 'Tour of Britain' cycle race.

Soreen recently asked Informed Assessment to assist with the testing of a range of internal and external staff within its engineering team.

Multiskilled technician applicants completed a series of SHL tests covering fault diagnosis, the ability to understand technically presented information, spatial, verbal and mechanical reasoning. Managerial applicants completed higher-level verbal and numerical reasoning tests and a managerial judgement exercise.

Informed Assessment advised on test choice, administered and scored the exercises, analysed the results and prepared reports to help appointed applicants hit the ground running.

'Going through the complete process and having the specialist expertise and guidance from Informed Assessment has made the difference and helped us make the right choices for the business,' commented Head of Engineering at Soreen, Dave Bateson.



Need to find out how well candidates tackle prioritising and problem solving?

Informed Assessment has launched its own written exercise which measures prioritising and problem solving:

- **Suitable for both assessment and development applications for graduates and graduate-calibre junior professionals and junior managers**
- **Set in a travel industry context, and based around an event management task – but no sector experience or specific knowledge required**
- **Realistic problems and scenarios to test out time management, analysis and problem solving and action orientation competencies**
- **Structured, easy-to-use administration and comprehensive scoring guidelines – takes just an hour to administer and under 30 minutes to score each applicant!**

This exercise is available to Assessment Centre-trained clients and experienced assessors.

Coming soon – a supplementary written task to assess communication skills based around our popular 'Ped Ease' exercise. More about this in the next issue of Informed...

ANALYSIS & PROBLEM SOLVING – WATCH OUT FOR:					
<ul style="list-style-type: none"> • Analyzes or diagnoses the causes of the problem • Can see hidden problems • Looks at options and consequences • Looks beyond the obvious and doesn't stop at the first or immediate conclusion reached • Makes sensible, logical decisions 					
Example positive behaviours:	Example negative behaviours:				
<ul style="list-style-type: none"> Recognises key priorities (important and urgent) in both the item-by-item work and in the cover-note communication to manager Also identifies less important issues giving a spread of A-C items Presents items for manager in priority order in the envelope stating what action required and when Makes rational judgements from the information 	<ul style="list-style-type: none"> Does not recognise key priorities Gives too many A-priorities Cover note for manager does not flag up priority items for his attention / the key decisions taken by candidate on Friday Makes inappropriate decisions with negative consequences for the event, particularly with regards to the dancers' bail payment and press release 				
Observed positive behaviours:	Observed negative behaviours:				
Use the suggested scoring guideline over the page to help inform your rating					
RATING: (Please circle)					
1	2	3	4	5	
NE / 0	Poor	Some weakness	Acceptable	Good	Exceptional

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Woman jailed for lying on her CV

Rhiannon Mackay of Plymouth was jailed for six months recently after lying on her CV. She wrongly claimed to have 2 A levels and also forged a letter of recommendation to secure an appointment with an NHS Trust.

Online psychometric assessment for Medco Health Solutions (UK)

Medco Health Solutions (UK) is a new homecare pharmacy provider for patients served by the NHS.

The organisation was formed through a joint venture between United Drug plc and Medco Health Solutions, Inc.

Medco Health Solutions (UK) offers patients treated within the NHS system a comprehensive suite of homecare services ranging from prescription drug dispensing and home delivery to onsite nursing for the administration of oral, injectable and infused agents, and case-management capabilities.

The company was keen to recruit high calibre employees for this exciting new joint venture – individuals who could not only meet the demands of the current role, but who also had the capability to grow and develop with the organisation.

The company approached Informed Assessment for advice on appropriate assessments which could be integrated into the recruitment process for a customer support vacancy.

Following a discussion of the nature of the role and the qualities sought from successful applicants, two exercises were identified that add particular value to the assessment of the shortlisted applicants – a verbal reasoning test, pitched at a level appropriate to customer support roles which would measure the important skills of speed and accuracy when analysing written information; and the Customer Contact Styles Questionnaire (CCSQ).

The CCSQ directly assesses key behavioural characteristics required in customer service-oriented roles. CCSQ report outputs are then available to line managers, summarising individuals' strengths and development needs in relation to those competencies identified as important to effective performance in a customer-facing role.

Candidates were asked to complete the assessments online so they could choose when and where to complete them – enhancing the flexibility and speed of the process for both Medco Health Solutions and for the candidates.

Feedback from the company was very positive – they felt that Informed Assessment provided a very professional and responsive service and that the online assessment results, when considered alongside the results of other elements of the recruitment process, were very useful and added value to their decision-making.

Teenagers 'unemployable' as they use only 800 words

Linguists have found that, by the time teenagers reach the age of 16, many choose to limit their communication to as few as 800 words. This is seen as a direct result of modern communication methods such as text messaging and social networking sites. Jean Gross, who advises the Government on children's speech, said: 'We need to help teenagers understand the difference between textspeak and the formal language they need to succeed in life – 800 words will not get you a job.'

Cost-effective
online assessment

Reasoning Tests from just £39.25 + VAT
per person – [click here to find out more](#)

Informed Assessment wins prestigious SHL award

Informed Assessment was delighted to win the Partner of the Year Award from SHL for 2009.

The award, announced in March 2010, reflects the strong links that Informed Assessment has with one of the leading psychometric test publishers in the world. SHL's partners are recognised experts in using SHL tools to define, measure and then realise the potential in people.

John Sponton, Director, commented: *'Informed Assessment is proud of the strong relations it has with SHL and it is very satisfying to receive such powerful external recognition of the quality of our assessment delivery.'*

Informed Assessment also won the SHL Partner of the Year Award in 2007.



To buy our books

Stewart and John's books, the Managing Recruitment PocketBook and the Managing Assessment Centres PocketBook, can be purchased from Amazon, all good bookshops or direct from the publisher: click on [Management PocketBooks](#)



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