

Informed

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Comprehensive assessment support for New Look

New Look brings the latest in fashion for women, men, teens and kids and always strives to deliver 'fashion gems' at the right time, in the right fit, the right colour and at the right price.

In preparation for a major office relocation, Informed Assessment was asked by New Look to provide wide-ranging assessment support in a number of key areas.

Working to tight timelines, an emphasis was placed on objective assessment processes that were practical and easy to use.

Adopting a pragmatic approach, Informed Assessment built on existing competencies, extending the scope of these to a multi-level framework, while still remaining both true to and reflective of New Look values.

With new competency definitions in place, Informed Assessment moved in to assessment process design, which included reviewing different options for exercise use, making recommendations and developing exercise versus competency matrices.

Informed Assessment then produced competency-based interviews with easy-to-use follow-up prompts and suggested probing questions across different levels.

SHL's OPQ 32 was recommended for personality assessment with its Universal Competency Framework output mapped against New Look's competencies in order to maximise the utility of the exercise in the forthcoming Assessment Centre processes. In addition, Informed Assessment coordinated the online personality

assessment process for candidates attending the assessment days.

Clare McKnight, HR Manager – Organisation Design at New Look, commented: 'Informed Assessment met our demanding timelines with a range of assessment exercises and services which we have found helpful and practical during a period of exciting growth and change for our business.'



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email: info@informedassessment.co.uk
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Additions to our graduate and management assessment exercise range

Informed Assessment has two new assessment exercises for use in assessment or development centres.

'World of Sunshine' non-assigned, round-table group exercise

Set in a fictitious holiday company context, participants discuss a range of real-world customer and business related problems and are asked to come up with recommendations. No specific knowledge of the travel or leisure industry is necessary and the exercise is suitable for graduates, supervisors or managers or applicants to management positions.

'PedEaze' non-assigned, round-table group exercise

Based in a fictitious sports shoe manufacturing company, participants are asked to consider the relative merits of two possible sites for an office relocation. As above, no specific project planning or sector knowledge is required.

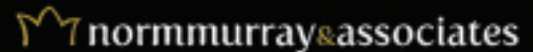


SPECIAL OFFER!

Until 31 December 2009, we will give a free assessor manual to clients who purchase 'PedEaze' or 'World of Sunshine'.

Contact Stewart or John for more information on 0845 606 6798

Online psychometric assessment for



Norm Murray & Associates (NMA) is a leading provider of training for leadership, management and personal development.

As part of a team development initiative with a local authority, NMA required an assessment of team types to be available to use in a workshop. In particular, they were keen to have an accessible team output from the questionnaire that could help both the participants at an individual level, and the team as a whole, plan its development.

In conjunction with Informed Assessment, it was agreed that the Belbin Team Role Model would best meet this requirement and that participants could complete this online in advance of the workshop. This would have the additional benefit of maximising NMA's actual contact time with the team at the workshop.

Informed Assessment supported NMA by coordinating the online assessment process.

This consisted of:

- *Setting up the candidates for the online personality assessment and forwarding briefing notes to participants explaining the process*
- *Acting as a first line of technical support and dealing with any access issues*
- *Forwarding individual Belbin results as these became available*
- *Compiling composite team results for NMA to use as part of the workshop.*

Commenting on the process, Norm Murray said: 'Informed Assessment coordinated the whole process very efficiently and produced the agreed outputs in response to our tight timescales.'

www.normmurray.org

Belbin Team-Role Description and Contribution to a Team

Co-ordinator: Sets the team goals and defines roles. Co-ordinates team efforts and leads by eliciting respect.

Shaper: The task leader who brings competitive drive to the team. Makes things happen.

Plant: Imaginative, intelligent and the team's source of original ideas. Concerned with fundamentals.

Monitor-Evaluator: Offers measured, dispassionate critical analysis. Keeps the team from pursuing misguided objectives.

Resource Investigator: Sales person, diplomat, resource seeker. Good improviser with many external contacts.

Completer: Personally checks details. Intolerant of the casual and slapdash, sees projects through.

Team Worker: Promotes team harmony. Good listener who builds on the ideas of others. Likeable.

Implementer: Turns decisions and strategies into manageable tasks. Brings logical, methodical pursuit of objectives to the team.

Specialist: Single-minded, self starting and dedicated. Provides knowledge or technical skills in rare supply.

Based on the work of Meredith Belbin

Entrepreneurial success in a bottle

Entrepreneurs' ability to show 'highly adaptive risk-taking behaviour' has been linked by researchers to the neurotransmitter dopamine, which, they suggest, could one day be available as a drug for the naturally risk-averse.

Writing in Nature magazine, Professor Barbara Sahakian said that the research: 'Raises the question of whether one could enhance entrepreneurship pharmacologically.'

Welcome to the first of our 'guest' spots where one of our clients, associates or business partners shares their thoughts



Making best business use of 'Social Media'

Social Media is increasingly moving in to the main stream as a tool for businesses, writes Miles Lloyd of Io Consulting. When used well, it will give the world a new window to your business and gives you a new window to the world.

Social Networking has grown so rapidly in recent months that it is now likened to having a free employee 365 days a year working 24/7 for your business.

Effective use of Social Media will:

- Pull prospective clients to your business
- Give your business a global reach
- Position you effectively in your chosen target markets
- Be part of a concise and coherent communications strategy
- Enable you to start to listen to what's out there from a client or a competitor perspective.

Before you jump in at the 'virtual' deep end, however, my advice is to plan your approach and to set some objectives before you leap. Start listening to what's out there, see what your market is up to, identify where and how your target clients are in cyberspace and what the competition is up to. In summary, make an audit of your digital landscape – only from there can you start to see clearly how you can uncover conversations and can make an influence.

Three great free sites to use are:



These, used in conjunction with your own web space, can give you a real commercial edge and reach out to places and people that typical marketing/PR budgets would not.

LinkedIn works on the principle of 'circles of influence'. The more relevant people there are in your 1st circle network, the more you have access to their circles and you can then build your 2nd and 3rd influence circles. It is these people and the groups to which you belong that will help you to spread your word.

Miles can be contacted at Io Consulting (UK) Ltd • Tel: +44 (0) 785 458 2773 • Email: mileslloyd@yahoo.com



So, reflecting this, with a site such as LinkedIn, you need to be proactive, get involved in 'groups' and 'discussions' and post information about your business and services using interactive tools available through the site (such as slide share, blogs, and 'attach docs' facilities).

Raise your profile by asking questions of others; posting answers to questions posed by others; and starting up new groups. Engage your market in the use of the 'polls and feedback' feature.

Content is king in the virtual world – make your content interesting and then make it available so that others think it is worth sharing with others. Share your knowledge and how you can add value to others through **Blogs**.

Viral Video is much cheaper than 'pay per click' advertising and can be many times more effective. But the key for all of these tools is to give them a theme, point them in a direction and then making sure that they lead to somewhere.

In summary, these tools are all about leaving sign-posts to your business. Make them work in conjunction with each other, and so drive traffic to your web space and generate a buzz around your business.

If you would like to submit a short 'guest' piece for possible inclusion in a future newsletter on either an assessment or a business theme of general interest, Stewart and John would be delighted to hear from you.

The height of success

Researchers at two Australian universities have discovered that a man who is six foot tall can expect to earn around 1.5% more a year than a colleague who is two inches shorter. Said Professor Andrew Leigh: 'The wage gain from another two inches is roughly equal to one more year of labour market experience.'



Work at being more cheerful

Secretaries are the UK's most cheerful workers, according to a recent G.O.L.D poll quoted in the Sunday Times. Taxi drivers are amongst the least cheerful. Secretaries take on average just 2.8 sick days per year.

Lalibela Educational Trust update

Informed Assessment is proud to support the Lalibela Educational Trust (LET).

The aim of the Trust is that all of the children in the Sponsorship Project in Lalibela, Ethiopia can achieve their ambitions and independence and it does this through the financing of further or professional education.

Following the very sad and untimely death of the founder of the LET, Marianne Carolan, in July 2008, donations from various sources were made to the Trust and these, along with money raised from the sale of her musical instruments, amounted to over £4,000. The LET Trustees suggested that this sum would be used to set up a Health Fund for sponsored children and their families to be managed locally.

Older pupils, supported by LET, have been attending summer schools in Addis Ababa and the regional capital Dessie. Following a review last year it was decided to apply to VSO for a volunteer to provide English tuition locally in Lalibela. The Trustees considered that this arrangement would be more cost-effective and allow all pupils to reach the same standard of English and IT skills.

Finally, two LET sponsors are planning to climb Mount Kilimanjaro to raise funds for the Trust. We wish them a safe journey and success.



Sponsored children at the party held last summer when one of the Trustees visited Lalibela.



Tigist, one of LET's sponsored students, with her graduation picture outside her home in Lalibela.



“Our aim is to *relieve poverty*
...and promote the *education* of
children and young people
in *Ethiopia.*”

Fokina McDonnell of Informed Assessment is one of the Trustees of the Lalibela Educational Trust. If you want to learn more about the work of LET, please visit www.let.eu.com



Visit our new website

- > Due to be launched in November 2009
- > Enhanced content including video clips and free downloadable hints and tips for candidates and recruiters
- > Easy to access information on our core assessment services, extended case studies and client testimonials
- > Downloadable back copies of newsletters

www.InformedAssessment.co.uk

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