



“Profiling” by Elevate Consulting Group

- ☒ Elevate Consulting Group
- ☒ Profiling
- ☒ Profiles
- ☒ Screening

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Elevate Consulting Group: Facts

- ❏ Established in 2002.
- ❏ Elevate Consulting is founded by Frank van Steenis and Renske Valk.
- ❏ Located in Amsterdam (Schiphol), The Netherlands.
- ❏ Part of renowned International Executive Search firm Accetis International, with offices in 10 countries on 3 continents.
- ❏ Partnership with Self Management Group, Toronto, Canada.
- ❏ Accetis International employs over 120 staff worldwide.
- ❏ Office locations: France, Netherlands, Belgium, United Kingdom, Germany, Spain, Czech, Poland, China, Canada.
- ❏ Products / services: Profiling, Executive Search, Assessment Centers and Strategic Resources Planning & Development.
- ❏ Client references upon request.

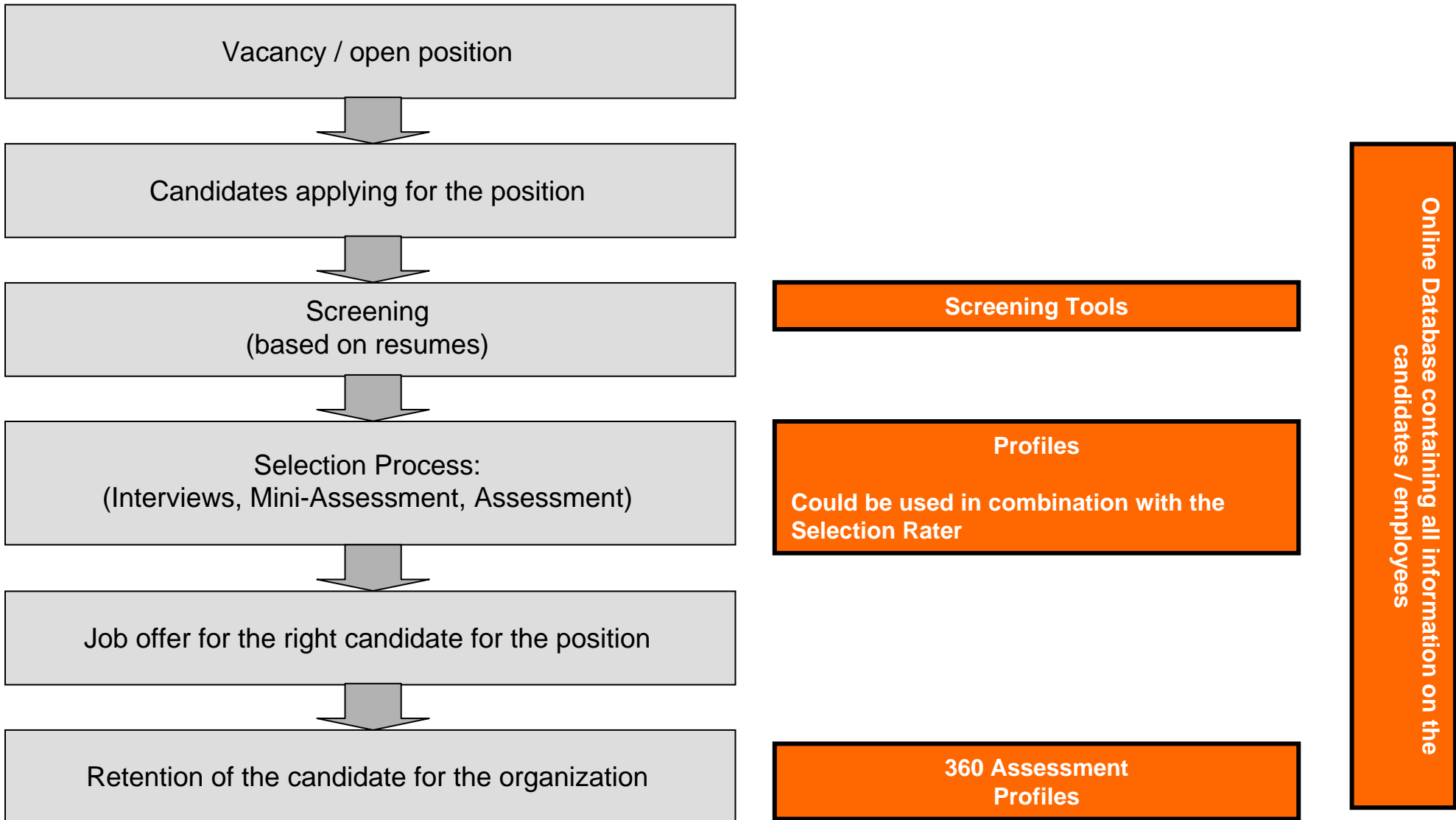


Profiling

- ☒ Personality questionnaires (self description) to be used for Selection & Development.
- ☒ Developed by the Self Management Group (Toronto, Canada).
- ☒ Background profiling: Characteristics of successful people working in highly demanding working environments.
- ☒ Since the late 70s: over 3,5 million profiles taken worldwide.
- ☒ Available in different countries and in different languages.



Recruitment (Selection) Process and "Profiling"





Profiles

- ❑ The most successful people in highly demanding working environments are the so called **SELF MANAGERS**.
- ❑ Different profiles for different types of positions / industries.
- ❑ Therefore the norm groups of the profiles are position / branch (industry) specific AND each report has its own focus (related to Profile Type).

PROFILE TYPE	NORM GROUP
POP:	Competitive Sales
Sales Pro:	Relationship Sales / Consultative Selling
Management Pro:	Management
Professional Pro:	Professionals, Consultants, Advisors
Service Pro:	Positions within the service industry
Customer Care Pro:	Direct Customer Contact (call centers, reception)
IT Pro:	IT positions



What do the Profiles measure?

Within all profiles, a number of personality characteristics are measured:

1. **Enterprising Potential** Are you a Self Manager? This is crucial for being successful in a highly demanding working environment → proactive and initiator as opposed to responsive.
2. **Achievement Potential** What is your motivational trigger? Results? People & processes? Security / Safety?
3. **Independent Potential** Are you able to create your own structure? Independent people versus team oriented people.
4. **People Orientation** How important is the interaction with other people to you? Are you at ease with building relationships?
5. **Analytical Orientation** Do you think it is important and fun to learn? Or do you learn only when necessary and useful?

Depending on the profile (and therefore position / industry) there is a number of additional scales.

- Self Directed
- Listening Style
- Sales Fit (environment)
- Comfort with Conflict
- Predictor Score competitive sales
- Life Style Management
- Networking and Self promotion
- Call Reluctance (sales)
- Emotional Intelligence
- Uncertainty Score



Profiles

- Focused on and normed for specific positions / industries which ensures an easy interpretation.
- Online tool (30-45 minutes for a candidate to fill out a profile).
- Practical and readable report for candidate and user (Manager/HR).
- Company specific validity studies to define and sharpen the cut-off points for selection.
- Reports can be tailored to clients requirements (for example establish a link with competencies of the client).
- Predictor Score for the sales oriented profiles.
- Normative questionnaire as opposed to ipsative: therefore is it possible to compare people / teams.

Based on the profiles, mini-personality questionnaires are developed: **SCREENING**



Screening

- ❑ Objective: first screening of applicants in the recruitment process.
- ❑ Online Tool
- ❑ Based on the profiles

SCREEN TYPE	NORM GROUP
POP Screen:	Competitive Sales
Sales Screen:	Relationship Sales / Consultative Selling
MPP Screen:	Management
Professional Screen:	Professionals, Consultants, Advisors
Service Screen:	Positions within the service industry
IT Screen:	IT positions



What do we measure using “screening”?

- ❏ Killer Questions (developed by the client): Does the candidate has the basic requirements for the position? E.g. drivers license, diploma in a certain area.
- ❏ If the candidate does not meet the requirements, he/she is not able to proceed in the online application process.

- ❏ **SCREEN:**

- 1. **General background information:**

- Questions to create a short resume on the experience and motivation of the candidate.

- 2. **Mini personality questionnaire:**

- based on the relevant profile.

- ❏ The online application process takes about 15 minutes to complete.
- ❏ Option for the candidate to “paste” resume as part of the process.
- ❏ Result: Report with advice: proceed, proceed with caution or redirect.
- ❏ Suggestions for additional interview questions for the candidate based on his/her profile.



Advantages screening

- ❏ Efficiency: you save time during the screening phase.
- ❏ Useful information as a preparation of the interview (based on the profile of the candidate.
- ❏ All candidate information is collected in a **database** accessible through the internet (including resumes).
- ❏ Management reporting: e.g., is this job board useful for us (good candidates, number of candidates)?
- ❏ Option to link the screening tool to job boards:
 - ✓ Put your position on a job board and automatically lead the candidate through the screening tool.
 - ✓ Define search criteria, transport possibly interesting candidates in your database and invite them to apply through the screening tool.