

Personality, values and culture in recruitment

Why this is important and how it can
improve your bottom line, organizational
strength and employee engagement



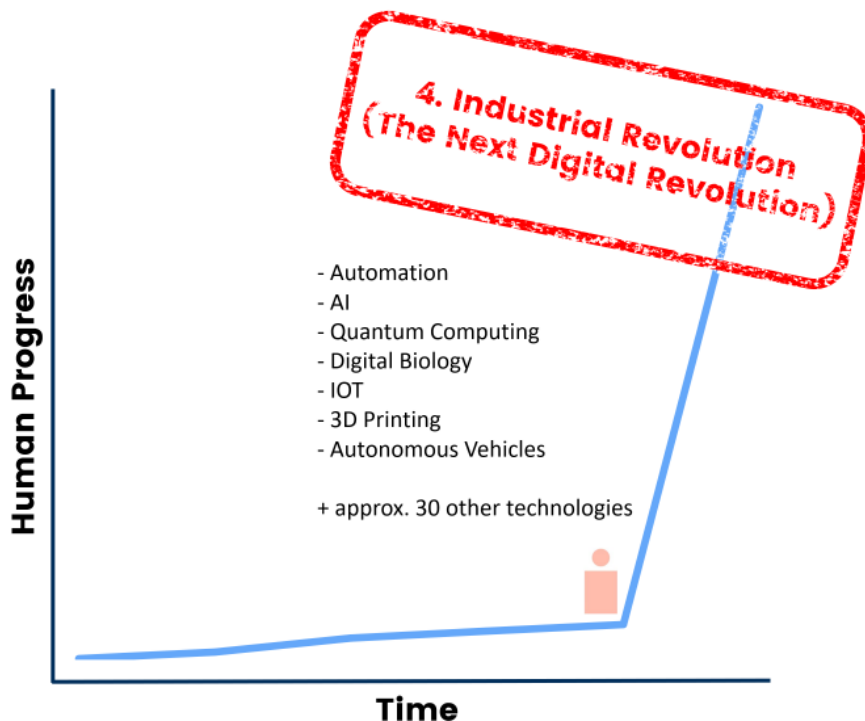
Welcome! And thank you for taking time out of your busy day to read this whitepaper.

If you feel that the pace is increasing and your task list just keeps growing, well, you are not wrong! Senior Management and HR professionals all over the world are struggling to keep up when it comes to making sure their organizations are fully optimized and firing on all cylinders.

Unfortunately, this feeling might just be the beginning.

The pace at which changes will arrive - and demand your attention - will increase dramatically in the years to come. The 4th Industrial Revolution (also called The Next or 2nd Digital Revolution) has begun and the effects are everywhere:

- Automation of business processes are increasing daily
- AI and intelligent systems are augmenting human capabilities in new ways
- More than 30 other technologies are maturing and set to become reality within very few years, creating a level and pace of change never seen before
- Add to that shorter employments, changing demographics and talent shortages.



It takes a strong and well-aligned organization to navigate and thrive in such an environment. We believe such an organization will need a strong culture and well-defined

values that are continuously kept in line with its employees through conscious recruitment focused on hiring people with the right personalities, values and cultural preferences. And skills, of course.

You need to hire people whose personality match the jobs they are hired to do, who share the values and culture of your organization. You need to do this if you want them to be happy and to enjoy working with you.

This is important because happy employees are more creative and productive. Qualities you will need as the many changes takes place, as competition increases and the war for talent intensifies. If they are happy, they are more engaged in their work and your organization's well-being.

And because **“business units in the top quartile of our global employee engagement database are 17% more productive and 21% more profitable than those in the bottom quartile”**, you can simply not afford to ignore it. *

There is a huge potential if you get it right! Gallup has made a survey called “State of the Global Workplace (2017)”. It states that only 15% of those who are employed worldwide are engaged in their jobs and employers. That means 85% of all employees are disengaged. Wow! A quote from the survey: “That low percentage of engaged employees is a barrier to creating high-performing cultures. It implies a stunning amount of wasted potential...”

A LinkedIn survey gives another indication as to why professionals leave their jobs: 36% are “unsatisfied with work environment/culture.” How come? Much has to with the social environment at work, meaningfulness of the job and its tasks and personal development opportunities. These are all important drivers to support a good workplace.

In fact, this sums up to why personality, values and culture matter to create a better workplace that results in a more happy and satisfactory life for individuals and consequently a better result the organization in which they work.

* Source: Gallup: State of the Global Workplace 2017 (Executive Summary)

** Source: LinkedIn survey. Why & How People Change Jobs (2015).

So how can you start the journey towards creating this stronger organizational foundation and reap the benefits it entails:

Here are some of the things you can do:

- 1** **Make sure you have a detailed insight of your company's values and culture. If you do not, then start the work now!**
- 2** **Be specific and realistic when setting your "target profile" (personality and skills match) including factors that match a candidate's stage of life (purpose driven, meaningfulness, values etc.).**
- 3** **Make sure you include and explore your total candidate pool to each position, so talent does not escape un-hired.**
- 4** **Enhance your screening process with a focus on personality, values and cultural preferences - in addition to skills.**
- 5** **Support your hiring decisions and avoid human bias by using new state of the art HR technology to help the screening process.**
- 6** **Make your workplace an attractive place to be.**
- 7** **Create and maintain your employee brand with good references from employees (both current and former) is key.**

We believe personality, values and culture is key for a successful and strong partnership between employees and organizations in the future job market.

The outcome is more happy, motivated and therefore more productive, creative and loyal employees. This creates the foundation needed to build the next and stronger version of your organization.

If you succeed in doing this, you are rewarded with – among others – these benefits:

- 1 Increase the number of successful hires**
- 2 Save time spent in the recruitment process**
- 3 More happy, creative and productive employees**
- 4 Higher employee engagement**
- 5 Strengthen the core foundation of your company**
- 6 Employees in full alignment with company values and culture**
- 7 Your best employees stay with you longer**
- 8 Your company will become more resilient and agile**
- 9 Better results and a more sustainable earning platform**

There are many ways to start the work towards integrating personality, values and cultural preferences more effectively. You are very welcome to visit our website whaii.com and be inspired by how our screening tool **Whaii Match** can support you in that effort.

Let's make it personal! Thank you for your time.