


Average Score


91% ★




Motivation

85% 

Programming

96% 

Communication

92% 



MEASURING WHAT MATTERS

Why talent assessments can transform your recruitment

Securing top talent is a game-changer for any organization. The right candidates don't just fill roles – they drive innovation, shape company culture, and become the future leaders of your business.

Still, finding great talent shouldn't be a guessing game. You need a hiring approach that's efficient, cost-effective, and delivers top-quality candidates.



That's where talent assessments come in. As one of the most effective recruitment strategies today, they help reduce bias, speed up hiring, and ensure you make the right choices from the start.

We, TestGorilla, want to help you understand the different types of talent assessments, their benefits, and how to integrate them into your hiring strategy.

We'll also zoom into 23 real-world use cases to show you exactly how companies use talent assessments to build stronger teams. Let's dive in!



TestGorilla

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01 WHAT IS A TALENT ASSESSMENT?

A talent assessment is a test used to determine a person's skills, competencies, and aptitude. They're most commonly used during hiring to evaluate candidates, but they can also be used to gauge employees' learning and development needs.

These tests are useful for every type of company, but they're particularly useful for tackling talent acquisition trends, like hiring remote employees and assessing behavioral competencies.

A talent assessment can take many forms.

- A structured interview
- A set of [skills or personality tests](#)
- A work sample
- A job trial or a simulation

In most instances, candidates take tests online via dedicated talent assessment tools. While companies can share results with candidates, they usually keep them internal to streamline hiring and reduce costs.



02 THE BENEFITS OF TALENT ASSESSMENT

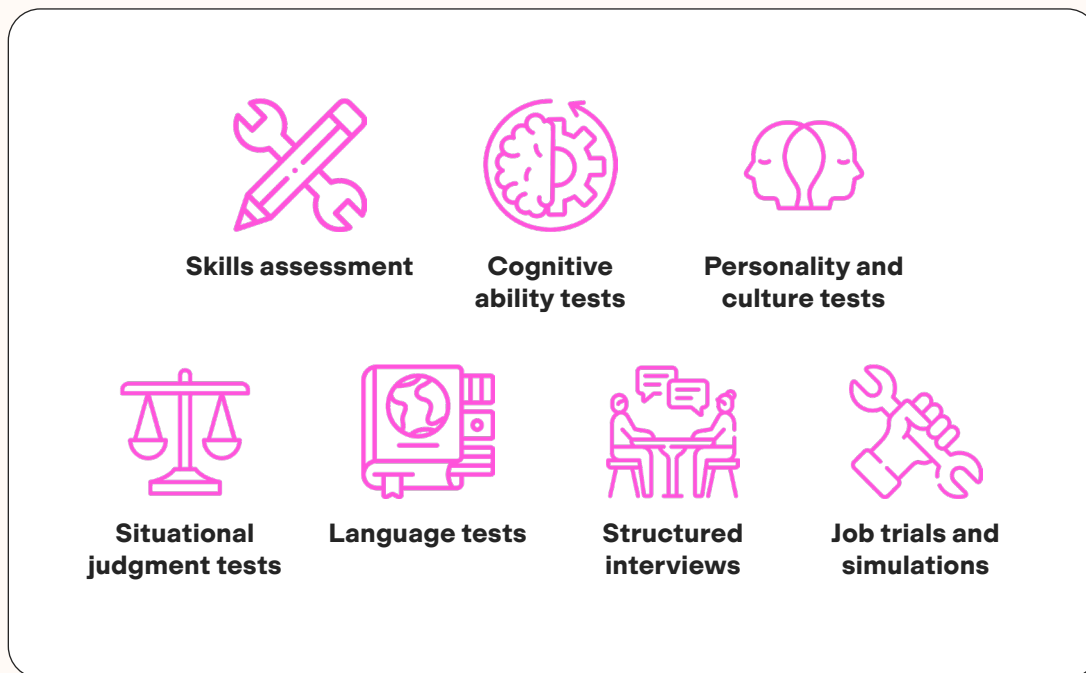
Talent assessment tests have a big impact on organizations, with effects that are seen from the moment someone applies for a job all the way through to their experience as an employee.

Here are the top advantages, backed up by data from [TestGorilla's State of Skills-Based Hiring 2024 report](#):

Advantages	How companies benefited from skills-based hiring
Improves quality of hire, avoiding costly mis-hires	Gained objective information on skills to make better decisions and avoid bad hires 90% saw a reduction in mis-hires
Reduces bias	Made decisions based on skills, not unconscious bias 90% saw an increase in diversity
Improves time-to-hire	Shortlisted candidates more efficiently and filled roles faster 81% saw a reduction in time-to-hire
Increases retention	Hired people better suited to their roles, reducing turnover 91% saw an increase in retention
Reduces cost-to-hire	Reduced internal and external recruiters' billable time spent sifting through applications 78% saw a reduction in cost-to-hire

But, these outcomes aren't achieved through a one-size-fits-all talent assessment. At TestGorilla we break down the types of talent assessment into different categories, each aiming to test a different part of a person's job readiness.

03 THE 7 TYPES OF TALENT ASSESSMENT



Keen to learn more? [Reach out for a demo today!](#)

03.01 Skill assessments

Skill assessments evaluate a candidate's hard skills and power skills.

Here's a quick definition of each:

- **Power skills**: Also called soft skills, these skills help us collaborate with others and get our work done efficiently, like [time management](#) and innovation.
- **Hard skills**: These skills are technical, like [financial math](#) and marketing strategy. Most hard skills are role-specific.

03.02 Cognitive ability tests

Cognitive assessments test mental abilities – things that can't show up on a resume.

[Cognitive ability tests](#) help assess skills like adaptability and learning speed. These skills were already crucial, but the rise of AI has made them even more essential.

03.03 Personality and culture tests

Traditional hiring methods aren't able to assess important qualities like personality and culture.

Talent assessments enable you to gauge key personality traits and evaluate whether a candidate is a good culture add.

These tests also help you [assess motivation](#).

03.04 Situational judgment tests

These tests empower you to assess how a candidate would react in a certain business situation.

Situational judgment includes business ethics, [leadership and people management](#), and negotiation.

03.05 Language tests

Online talent assessments enable you to accurately [gauge language proficiency](#). This helps you:

- Include more international job candidates in your talent pool
- Evaluate language proficiency faster and more efficiently than traditional methods like reading written assignments

03.06 Structured interviews

Structured interviews are interviews in which you ask all candidates the same questions in the same order. This lets you concentrate on each candidate's skills and helps bring hiring bias to a minimum by eliminating small talk or unstructured questions.

03.07 Job trials and simulations

Job trials and simulations are great ways to evaluate candidates' skills in realistic scenarios.

Here's a quick definition of each:

- Job trials: This is when you give a candidate a real-life work task to complete or hire them for a short probation period.
- Job simulations: This puts a candidate in a realistic scenario via a program to assess their skills. This is a popular method for [hiring programmers](#).

04 HOW TO CREATE A STRONG TALENT ASSESSMENT FRAMEWORK

To properly leverage a talent assessment strategy, you need a solid talent assessment framework.

Here are our five top tips on how to build one.

04.01 Define clear objectives and criteria

Begin by defining what “top talent” means to your company.

Discuss with management what criteria candidates need to meet to excel at their position. You need to do this for every role because the specific job requirements vary.

Once you define the specific skills your ideal candidate must have, you have to determine how to measure these skills and which assessments to use.

04.02 Establish an effective hiring process

Your hiring process directly impacts the success of your hires and your company.

It’s imperative to use data-driven, well-structured methods to build your process. We recommend:

- Building [skills-based job descriptions](#)
- Using skills tests
- Adopting structured interviews
- Tossing out the need for resumes

These strategies should be all you need to get started. You can get ambitious later.

04.03 Set clear expectations about your talent assessment process

Words like “proficient” or “highly skilled” are subjective – one of the main issues with resumes.

This means you need to set clear expectations around your talent assessment process. Here are a few things to clarify:

- Which skills need to be assessed and why
- How you’ll use the results
- Which skill levels you need for each skill

04.04 Review the results

Now you have to [review the results](#) of your assessments and shortlist candidates.

This step is simple when using online talent assessments like TestGorilla's.

Quickly shortlist candidates by test score, and then examine the highest-scoring candidates individually.

Test scores Comparison group: **All TestGorilla candidates** ▾

Tests included in overall scoring

▾ UI/UX design ⌚ 09:50 of 10:00 mins	91st percentile Well above average	70% <small>Raw score</small>
▾ Figma ⌚ 08:45 of 10:00 mins	74th percentile Above average	65% <small>Raw score</small>
▾ AWS ⌚ 02:32 of 10:00 mins	2nd percentile Well below average	12% <small>Raw score</small>

Automatic filtering enables you to objectively view skills and competencies to find the ideal candidate. It isn't time-consuming and unreliable, like scanning resumes.

Anti-cheating measures [Learn more](#)

📱 Device used	Desktop
📍 Location	France
🌐 Filled out only once from IP address?	Yes
📷 Webcam enabled?	Yes
🖱 Full-screen mode always active?	Yes
🖱 Mouse always in assessment window?	Yes

04.05 Continue testing to improve your talent assessment framework

As times change, so do your business's needs. Assess high-performing employees regularly to verify you're still testing candidates for the most important skills. Use this information to improve your testing framework – and your ability to hire the best talent.

05 23 PROVEN USE CASES FOR TALENT ASSESSMENTS

Assessing talent doesn't come in just one flavor.

Every industry, company, and role can benefit from different talent assessments, from hiring contractors to training current staff.

We've broken our top talent assessment examples into three categories:

1. How talent assessments help hire different types of candidates and job roles
2. How talent assessments help create an effective hiring process
3. How talent assessments help internal and employee processes



Keen to learn more? [Reach out for a demo today!](#)

Talent assessment examples: A summary

TALENT ASSESSMENT USE CASE	SUMMARY AND EXAMPLES
How talent assessments help hire different types of candidates and job roles	
1. Assess from afar and hire remote employees	Accurately gauge capabilities without ever meeting a candidate in person
2. Rehire former employees	Avoid possible bias and hire former employees for the skills they bring to the table
3. Recruit Gen Z workers with the newest hiring methods	Give Gen Z workers the diversity-positive and technology-charged hiring process they want
4. Design a millennial-approved process	Appeal to millennials' desire for more upskilling opportunities
5. Improve efficiency while recruiting passive candidates	Improve your branding and convince passive candidates to switch
6. Give candidates with disabilities an equal chance	Remove unnecessary barriers and hire more disabled candidates
7. Identify HiPo (high-potential) candidates	Discover high-potential candidates by assessing their true capabilities
8. Accurately assess contractors and freelancers	Evaluate contractors without worrying about atypical resumes and references
9. Identify the right interns	Find interns who are dedicated to your values and mission
10. Find business managers that suit your company	Cut through generic job titles and find a manager who has the skills you need
11. Identify executives who bring your culture to life	Hire executives who can confidently spread your message and values

How talent assessments help create an effective hiring process

12. Facilitate high-volume hiring

Process applicants faster while maintaining quality

13. Reduce bias in hiring

Stop looking at name, gender, and race and hire candidates for skills

14. Improve the candidate experience

Increase equality and ensure candidates have the skills to succeed to improve the overall experience

15. Boost hiring efficiency

Assess skills and language proficiency quickly to increase speed and efficiency

16. Spot quality candidates in a sea of talent

Determine quality quickly and accurately by using skills and personality tests

17. Target and secure niche skills

Hire niche professionals confidently with skill-specific assessments

How talent assessments help internal and employee processes

18. Assess training needs and monitor employee development

Execute, monitor, and verify employee training using talent assessments

19. Build effective leadership development plans

Use talent assessments to see what qualities future leaders have and build a plan around it

20. Make internal recruitment quick and easy

Access a database of pre-qualified internal candidates to fill open roles easily

21. Create a solid onboarding plan

Give employees an idea of what your company is like before they start

22. Identify and bridge key skills gaps

Use talent assessments to discover your workforce's skills gaps and then hire talent to bridge them

23. Reduce employee turnover and increase retention

Improve collaboration and satisfaction with talent assessments to reduce turnover

05.01 Assess from afar and hire remote employees

Hiring remote employees is here to stay. This means companies need an effective way to assess remote skills.

Remote employees have unique hiring needs:

- Remote work requires different skills, such as better time management and a stronger ability to [understand instructions](#)
- Remote employees are tough to assess when your usual methods rely on being in the office
- Many remote employees are outside your region and cannot come into the office

Building a talent assessment process is the perfect solution. It evaluates real skills, and it can do so from miles away.

CASE STUDY

Automattic, a fully remote software development company, has a skills-first hiring process using talent assessments.

It starts with an application and interview, but then the company presents paid trial projects to every applicant. It also sends [coding tests to engineering candidates](#).

This process helps the organization gauge skills from all over the world: Automattic has workers in 95 countries.

05.02 Rehire former employees

Rehiring former employees is an important hiring strategy. This practice has many benefits, such as pre-qualified candidates and easier onboarding.

Talent assessments help by reducing bias toward or against former employees.

For example, if a manager spends a lot of time with this worker, they may turn a blind eye to missing skills.

On the other hand, if the manager witnessed this former employee get into a workplace conflict with their favorite worker, they might reject them despite their quality.

Focusing on skills also puts former employees into more suitable roles.

05.03 Recruit Gen Z workers with the newest hiring methods

Gen Z is the newest generation of workers, so old methods aren't going to work. You need modern processes to match a modern workforce.

These professionals want a process that removes barriers to diversity. In fact, this generation is on track to be the most ethnically diverse yet: Nearly half of Gen Z in the US are ethnic minorities.[1]

CASE STUDY

Coupa, an IT services company, had Gen Z in mind when it designed its recruitment process.

This company used talent assessments when hiring Gen Z candidates via a campus recruitment program.

The staff didn't want to rely on resumes or university projects, which aren't always representative of true skill and leave some stellar candidates out.

Coupa gauged its Gen Z candidates with coding and aptitude tests so the business could hire for skills, not whether or not the person aced a college project.[2]

05.04 Design a millennial-approved process

Designing the right hiring process for [hiring millennials](#) is imperative when they encompass 35% of the workforce.[3]

This generation needs an inclusive culture to feel connected to their workplace, and talent assessments help build a fair environment where people are recognized for skills.

They also prioritize [learning and development](#). For this, you can use talent assessments for existing employees to upskill them and support their career growth.

Here's how:

1. Use skills tests to find skills gaps
2. Assess employee progress along the way with the same tests
3. Finalize talent development and verify skills with talent assessments

05.05 Improve efficiency while recruiting passive candidates

Recruiting passive candidates is crucial to your hiring strategy. These professionals are already qualified and aren't being interviewed by other companies. But because they aren't looking for a job, they can be difficult to recruit.

Talent assessments improve your [employer branding](#). This is essential if you want to make an offer to a candidate and get them to switch to your company.

05.06 Give candidates with disabilities an equal chance

Hiring people with disabilities isn't easy with traditional recruiting methods. Many disabled candidates lack traditional qualifications, such as college degrees and extensive work history.

And more than a quarter of the US population is disabled. This means traditional hiring methods are blocking 26% of adults from your talent pool.

Using talent assessments enables HR staff to hire without requiring certifications only certain people have. The team is also able to reduce reliance on confidence during interviews and give special accommodations, like extra time during skills tests.

05.07 Identify HiPo (high-potential) candidates

High potential employees (HiPos) have the skills to advance quickly to senior positions and might just be your company's future leaders.

It's nearly impossible to spot this potential in a resume.

But with talent assessments, you can spot great potential and nurture it. An employee talent assessment helps you foster skills and see them flourish.

A real-life example of this is 7Systems, a software development company that used TestGorilla talent assessments to [predict job performance](#) in candidates.

This company needed to hire for complex roles and struggled with traditional methods.

However, using talent assessments enabled it to spot high-potential employees. Candidates who scored high on tests were also highly successful in their roles after hiring.

05.08 Accurately assess contractors and freelancers

It can be difficult to gauge a contractor's skills, which makes recruitment a headache.

Talent assessments solve the most common concerns when hiring a contractor:

1. They may have an atypical background
2. They have odd resumes with work gaps
3. Many contractors exclusively work remotely

Talent assessments make it simple to test their true abilities and evaluate them, no matter where they are in the world.

05.09 Identify the right interns

Hiring interns is important to identifying future leaders and raising brand awareness to the next generation, but finding the right ones can be tricky.

Talent assessments help you discover interns who are truly dedicated to the role and make a strong addition to your culture.

Using tests like our [Culture Add test](#) and Motivation test in your talent assessment strategy reveals an intern's ethics and values before day one.

05.10 Find business managers that suit your company

Hiring a business manager isn't straightforward.

The job title "business manager" is general, and many professionals may go by it. But they might also go by "director" or "coordinator." This makes it hard to determine if someone is suitable for your role.

On top of that, business managers rely on key soft skills that resumes can't detect.

Using talent assessments not only helps you test soft skills like leadership and people management, and [abstract reasoning](#), but also helps you differentiate one role from another.

05.11 Identify executives who bring your culture to life

Executive hiring is crucial to get right. The C-suite makes important decisions and cultivates your company culture. Plus, the executive cost-per-hire is [\\$28,000 on average](#), making mis-hires hugely detrimental.

Creating a talent assessment strategy prevents costly mis-hires. Our report found that [90% of organizations](#) using skills-based hiring reduced mis-hires.

05.12 Facilitate high-volume hiring

[High volume hiring](#) is when a company recruits large numbers of candidates in a short amount of time. Although it's necessary, this process can increase the number of unqualified candidates you receive due to time and energy constraints.

Talent assessments help boost candidate quality through objective testing, and they increase efficiency thanks to recruiting automation.

A talent assessment process also improves the candidate experience in an atmosphere where it's difficult to give attention to individual candidates.

CASE STUDY

Walmart, a famous retail company, uses talent assessments to assess values, culture, and aptitude in its hiring process.^[4]

These assessments help this company keep up with its massive hiring volume. In fact, Walmart is the Fortune 500 company with the largest number of employees in the world: [2.1 million people](#).

Keen to learn more? [Reach out for a demo today!](#)

05.13 Reduce bias in hiring

Bias is a natural part of human instinct that we all possess, but it's detrimental to candidate quality when hiring.

It's imperative to reduce bias in hiring so we can recruit the best candidate available.

Talent assessments focus on skills over everything else, leveling the playing field and giving everyone a fair chance. This dramatically reduces bias, increasing diversity and improving quality of hire.

CASE STUDY

Jigsaw Business Solutions, a gift card program company, [experienced this firsthand](#) when they adopted a talent assessment strategy.

Before, this company struggled with making confident hiring decisions because it knew it had no real way to discover a candidate's abilities.

Using talent assessments enabled this company to make its hiring process fairer and more objective. This helped their hiring team reduce bias and focus on skills, leading to better hires.

05.14 Improve the candidate experience

Candidates want a positive hiring experience, and it could damage your employer brand if they don't get it.

Talent assessments improve candidate experience in a number of ways, such as reducing bias and giving candidates the chance to measure on skills, not experience.

They also ensure new employees have the skills they need to succeed.

CASE STUDY

This was the case for **TruTrip**, a business travel management company. It lacked a solid method for measuring its candidates' skills, which led to a poor candidate experience and an unfavorable employee experience.

This company had no way to test if employees had the skills to work remotely or if their English proficiency was at the right level.

Using talent assessments enabled TruTrip to increase engagement and [improve each candidate's initial experience](#), leading to a better employer brand.

05.15 Boost hiring efficiency

The longer a role sits open, the longer a company misses out on important work. This means hiring efficiency is a top priority.

Talent assessments boost efficiency in so many ways, cutting out some of the most tedious parts of hiring:

1. Screening resumes
2. Contacting references
3. Determining language proficiency

CASE STUDY

A real-life example of this is **Revolut**, a financial services company that improved its efficiency with talent assessments.

Being a European company means evaluating language proficiency is a normal part of the hiring process, but its team spent too much time on language assessments.

This team traded out their written assignments for TestGorilla's language tests and reduced their time-to-hire by 40%. This also boosted overall proficiency and reduced human error.

05.16 Spot quality candidates in a sea of talent

We wish it was as easy as putting a job ad out for “quality candidates” and calling it a day.

Picking out which candidates are promising, talented, and potential future leaders is difficult with traditional hiring, if not impossible.

Assessing talent helps you confidently identify quality candidates. They not only objectively assess technical skills, like Scala coding, but also gauge important power skills that quality candidates possess, such as collaboration and adaptability.

05.17 Target and secure niche skills

Niche skills are particular and specific. This makes them difficult to spot and evaluate.

If your next niche hire doesn't work out, the cost could be tremendous – and it will take some time to fill the role again.

Talent assessments enable you to pick out specialty skills like a needle in a haystack.

Skills tests don't lie, so gauging niche skills with them creates a solid process you can be confident in.

Estrin Legal Staffing struggled with this before building a talent assessment framework.

This company ran into difficulties properly [assessing specific legal skills](#), but because of TestGorilla's library of around 400 talent assessments, its team can evaluate roles they never could before.

05.18 Assess training needs and monitor employee development

Employee training and development is expected in today's working world, but it's tricky to know who's ready for growth, who's done with their training, and who's suited to which role.

Talent assessments answer all three of these and more.

Employee talent assessment gives you visibility into each worker's development and growth, providing clear data on which employee needs more training and which one is ready for new responsibilities.

05.19 Build effective leadership development plans

Creating leadership development plans is essential for positive future growth, but not every leader has the same needs.

Maybe your company prioritizes results over long hours, and you need leaders that reflect that. Or perhaps a future leader has one skill that's lagging behind and needs a targeted development program.

Subway, a popular fast-food chain, uses talent assessments for leadership development.

One particular Subway store adopted skills tests as a way to better understand its employees' strengths and weaknesses. But as a consequence, its team discovered key personality traits and motivators to help them place leaders for existing and future stores.^[5]

05.20 Make internal recruitment quick and easy

Internal recruitment is cost-effective, and the more you promote from within, the higher satisfaction and retention climb.

However, there are roadblocks that get in the way, such as bias and a lack of diversity. It's also difficult to know whether or not you have talent available to fill a role.

Talent assessments make internal mobility easy by measuring skills and enabling you to keep them on file. You can then quickly refer to your database when a role opens up.

05.21 Create a solid onboarding plan

New employee onboarding is essential; it's an employee's first impression of your company.

Online talent assessments help candidates get an idea of your culture and values. It's also easier for them to hit the ground running because their skills are a match for the role, helping them ramp up faster.

Talent assessments help in another way: They save you time and effort that you can pour into your onboarding program.

3 ways talent assessments give you extra time to your onboarding program



Quickly assesses skills



Automates screening and communication



Reduces time spent scanning resumes and applications

Accelerated Solutions, an IT and business consulting company, used skills tests for this exact purpose.

After switching to talent assessments, its recruiters wasted less time on unqualified candidates and [hired the right candidates faster](#). This enabled them to put their everything into a solid onboarding experience for their new hires.

05.22 Identify and bridge key skills gaps

Skills gaps are getting wider as technology marches on, and businesses need new capabilities every day to function properly.

Technology like AI is making some jobs obsolete while rapidly creating new ones.

You can keep up with this constantly shifting landscape by using talent assessments to conduct a skills gap analysis and discover which skills your organization needs to stay ahead of the curve.

05.23 Reduce employee turnover and increase retention

It's crucial to reduce employee turnover and increase retention. These important metrics indicate a healthy workplace and show how quickly employees come and go.

Talent assessments increase retention for a number of reasons, including matching candidates to a job they're confident in and aligning them with a culture they identify with. In fact, our report found that [91% of organizations that use skills-based hiring](#) saw an increase in retention.

CASE STUDY

O'Reilly Hospitality Management, a hospitality firm, improved its turnover with the help of talent assessments.

This company assessed the [behavioral competencies](#) of its current staff to foster collaboration and improve team dynamics. Talent assessment for existing employees helps show you different working styles so you can promote better teamwork.

These efforts reduced overall company turnover by 20% and reduced turnover at certain properties by 50% to 70%.



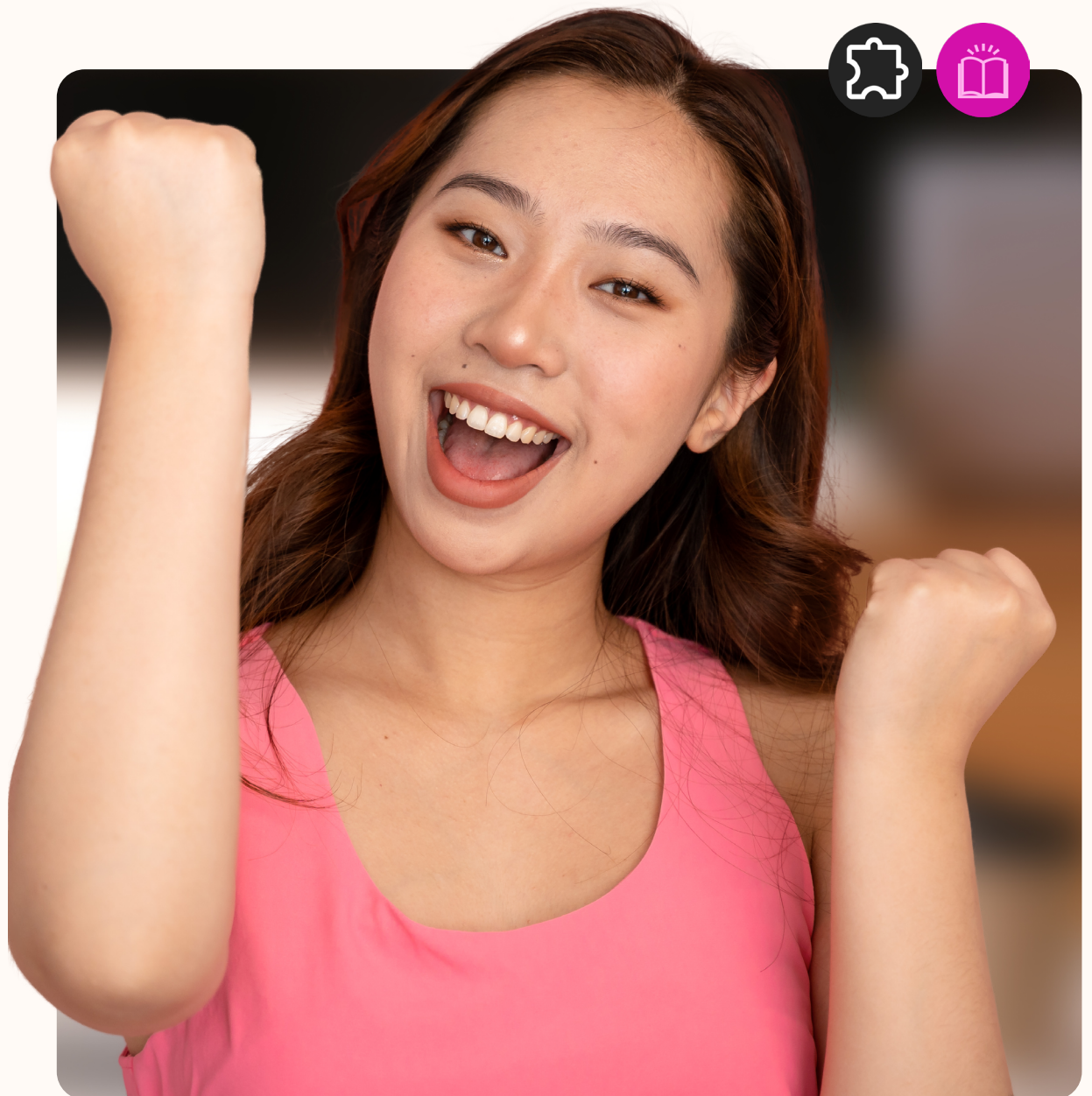
06 HIRE THE BEST CANDIDATES WITH TALENT ASSESSMENTS

Talent assessments come in many varieties and can be used for hiring, training, and even improving metrics like retention.

Your talent assessment strategy can leverage several of these use cases to improve your processes.

But why not start small and just try two or three, like reducing bias and hiring remote employees?

To continue learning about talent assessments, we'd be happy to give you a [quick demo](#), just reach out!



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