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# Assess *for* Success

- **Recent research has discovered that up to 80 percent of individuals dislike their work.**
- **Some are mildly irritated; one third actually hate their jobs.**

With all the tools and assessments available, there's no reason to have such pathetic numbers. A proper assessment/measurement strategy can offer amazing freedom, clarity, direction, and release to individuals and organizations.

Think of the effect that will have on productivity and people's passion, job satisfaction, and their happiness quotient!

## 1. What is an assessment?

Assessment is any process, tool, or methodology that benchmarks and measures a set of criteria for individuals, teams, or organizations. It is a strategy to accelerate and improve the performance of any individual, team, or organization.

Like money, volume, or distance—assessment is a form of measurement that helps staff members know where they are and where they are going. Measurement does not create results—it documents what is already true.

## 2. What do assessments measure?

There are no limitations to what assessments can measure. Here are some examples.

- Personal style
- Job style, job fit, job competencies
- Leadership skills
- Team compatibility
- Character traits
- Aptitude
- Interpersonal skills
- Self-management skills
- Organizational conditions such as teamwork, employee morale, and job satisfaction
- Values
- Self-worth
- Health
- Integrity and trust factors

**Assessments can help you hire the right person . . . the first time.**

## 3. Who can benefit from completing an assessment and having the results translated?

Everyone at some level can benefit from assessments—individuals, businesses, partners, families (children and teens included), and nonprofit and volunteer organizations.

The use of assessments is appropriate, no matter the size of a business. Assessments can help you hire the right person . . . the first time.

One business owner complained he could never get the right person for a senior position. We recommended two assessments that would help in the process.

For a 6-figure position, he would not invest \$150 per person in assessment technology for the five individuals on his short list. With that attitude, he was consistently getting what he deserved—the wrong person for the job. How much was *that* costing him?

## 4. What are the perils in the marketplace about assessments?

Not all assessments are created equal. Many individuals have legitimate concerns with certain assessments or tests because the assessments have not been benchmarked and the results are suspect.

Many people promote the use of only psychometrically designed assessments, when in fact many of the more commonly used psychometric assessments are not only flawed in their design, they provide misleading and confusing information to the participant. Make sure you select assessments that best apply to your situation.

## 5. Do I need a professional to help with the process?

Yes and no. Many assessments can be self-scored and self-interpreted so you can apply the technology and look at the results in your own timeframe. Experts, however, can offer additional assistance and deeper interpretation of the assessment results.

## 6. What is the framework for the effective use of assessments in a personal or organizational application?

- Establish the primary items you want to measure before conducting assessments.
- All team members should go through the assessment process.
- Confirm your assessment strategy—and consistently implement and use it.
- Never abuse the privilege and confidentiality of the process; share all results with the individual. It's not the results that are important; it's what you do with them that counts most.
- Choose assessments that are **proven** in the marketplace and well regarded by their users. Just because an assessment is well known or has high market awareness does not mean it is a top-quality product.
- If you have no experience in the assessment world, contact a qualified professional who can recommend several options and choices.

The use of assessments is a must for any progressive organization or individual. In research conducted by the American Society for Training and Development (ASTD), it was found that most profitable and successful organizations were on average doing *twice* the training and assessments than businesses that were performing at below-average levels.

If you have not included assessment in your business and personal development plans, the time to start is now. ▲

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