

Lox- Janesce Case Study

Background

Lox, a small, privately-owned Beauty Therapy business based in Tauranga, was having difficulty finding good therapists and then retaining them.

Helium Work-Search Ltd recommended using psychometric testing in tandem with recruitment services. A proposal for services was then sent to the Director of Lox and a contract for the work was established

A job description for the role of Therapist was provided by Lox. This was reworked into a format which defined the key responsibilities and corresponding competencies.

The competencies were then applied to proprietary software to generate:

- An application form
- Structured behavioural (competency based) interview questions
- Specific reference checking questions relating to the competencies

These outputs were then reviewed and tailored specifically for the Lox role.

These were sent to Lox, together with a questionnaire comprising 70 questions, which require the client to identify the traits they would expect to find in a top performer.

Once completed, the results enabled Helium to create an 'Ideal Profile' for a top performing candidate, in relation to their personal attributes, style and fit with the rest of the team.

In order to both validate the ideal profile and gain a better understanding of the team at Lox, a number of staff undertook a personality questionnaire (the one nominated for the selection process). This was completed by the existing team of Therapists (one Senior Therapist, two Therapists, and one Director/Senior Therapist). Test results were then compared to the 'ideal' profile chart. This enabled an accurate picture of the ideal person they were looking for and the current team dynamics.

Interestingly, there were only two minor adjustments to be made to the original 'Ideal Profile'. These findings were discussed in detail with the Director of Lox. As a result of those discussions, further refinements were recommended in terms of immediate and future business requirements.

Helium in the meantime had conducted on-line advertising through 'Seek', as well as placing a colour advertisement in a New Zealand cosmetics trade magazine. Candidates applied directly to Helium and all those applications which met the recruitment criteria were then forwarded on to Lox to consider.

The Assessment Process

As part of the recruitment process, all the short-listed candidates who had a successful interview with the Director of Lox undertook psychometric testing with Helium. These results were analysed and compared to the refined 'Ideal profile'. Any potential concerns, such as significant gaps, developmental needs or areas of potential conflict with the existing team, were highlighted.

All candidates were given verbal feedback regarding the test results and any concerns were discussed in more detail. An Executive Summary was provided to Lox, together with recommended probing interview questions. This enabled Lox to make a better informed decision in their hiring process to find a top performing candidate who is likely to meet expectations and fit within the current team

The process also highlights potential risks prior to interviewing to allow any issues or reservations to be addressed early in the process.

The successful candidate's psychometric results were then be added to the Lox team profile, contributing to the establishment of their norm group for future recruitment requirements. If the new appointee becomes a top performer, their profile can then become a precedent for those to follow.

What is Lox's return on investment?

Lox has invested in professional recruitment expertise, advertising costs, psychometric testing advice and services and their own time and commitment. They have received customised recruitment tools, psychometric profiling and professional support throughout the process. As a result, Lox will most probably be seen in a positive light and be sought after as an employer of choice.

The important question to ask is – what would the cost have been of NOT doing this?

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Lox/Janesce

Janine Tait Managing Director

"Helium helped us standardize and streamline our recruitment process, making it more efficient and effective. Helium also provided us with access to a wider network of professionals who assisted us with everything from advertisement design. Helium also conducted psychometric testing as part of the recruitment process. This ensured we attracted only the most suitable candidates.

Through this experience we have a better understanding of the requirements of the position and the person we were seeking. We also have a clearer idea of the strengths and attributes of our present team, which we found vital for future planning.

I would highly recommend engaging the services of the professional, friendly team at Helium for all HR requirements".

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