

Richard Gee

From: John Brunton [john.brunton@profilesinternational.co.nz]
Sent: 21 November 2006 14:01
To: richardgee@geewiz.co.nz
Subject: [Norton AntiSpam] Profiles November Newsletter

Employer's Advantage

Dear Richard,

Reducing the Failure Rate of New Employees

When we recruit people into our organisation, the goal is to hire people that perform well and stay. Our hiring decision is based on the information to hand, but often candidates do not reveal information that they feel might reduce their chances of being hired.

So how can we find out more about a candidates honesty, integrity and tendency to use drugs before hiring them? The obvious answer is to ask them. But most of us would feel uncomfortable doing this in an interview situation. An alternative is to have candidates complete an on-line questionnaire prior to the interview. **StepOneSurvey** is one such tool.

StepOneSurvey has 2 sections and takes about 15 minutes to complete. Section 1 asks direct admission questions that we would all feel a bit uncomfortable asking in an interview situation. The questions cover employment history, theft, criminal convictions and illegal substance abuse. Any inconsistent responses are highlighted.

Section 2 is a psychometric questionnaire covering a candidate's attitudes regarding integrity, substance abuse, reliability, and work ethic.

The **StepOneSurvey** report contains structured interview questions that relate to specific issues raised by the candidate's responses. Discussing these issues in an interview situation is much easier to do when a topic arises from a candidate's own answers to a questionnaire (for a sample report simply reply to this email requesting a sample report).

How effective is StepOneSurvey? A recent Case Study of Sheraton Property (in the USA) who have been using StepOneSurvey for 1 year, showed that their early hire failure rate (new employees that left within the first 60 days) dropped from 28% to 11%. In this operation, which hires around 90 new employees in a year, this means a decrease of 25 new hires. A conservative estimate of \$2,500 per failed new hire shows the program is saving them \$62,000 per year! The entire year's expense for the program was \$7,650, so they are enjoying a return on investment of over eight dollars for every dollar invested.

StepOneSurvey has been on the market in the USA for more than 5 years. It is currently going through re-validation and norming before being released in New Zealand. To help us complete this process we need more New Zealanders to complete the survey. By completing the survey yourself you will see exactly what questions a candidate is expected to answer (and for a sample report simply reply to this email requesting a sample report).

Instructions to complete the **StepOneSurvey** are as follows:

1. Go to <http://www.profilesontheweb.com>
2. Click "Self Registration" from the navigation menu on the left-hand side of the screen.
3. Enter the Authorizing ID and just one Authorization Code. Please note - all codes are case sensitive.

Authorizing ID - **Validation Australia**

Authorization Code **sosval**

4. Click "continue."
5. Complete all required information. You must create a **unique** username and password for yourself (these are different codes from the ones that appear above in item #3). For example, your User Name could be your first initial, last name and your car registration number. Your Password can be any word/number combination of four to eight characters. Record your Username and Password so you can log-in again later if you are unable to complete the questionnaire in one session.
6. Click the "Review Scheduling" button. Verify all information and then click the "Save Scheduling" button.
7. Click "Begin/Resume" under the list of assessments that have been scheduled for you.
8. Complete the **optional** demographic information, if you choose, and then click "Continue."
9. Read the agreement, then click "I Agree."
10. Complete the assessment and click "Assessment Completed" when finished.

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