## Recruitment

Calvin Cassar 23/03/22



#### **Session Outline**

- Ice Breaker
- Why Recruitment?
- The Cost of Recruitment
- The Recruitment Cycle
- Evaluating Selection Methods
  - Reliability
  - Validity
  - Fairness
- Selection Methods
  - Graphology
  - Interviewing
  - Psychometric Testing





#### Ice Breaker

F F ? T T. T N E S S F F T T E T N E S S place

The answer is not an 'E'.

what comes in of "?" moork.



### Why Recruitment?

#### Why Recruitment?

#### A Definition

- "Recruitment is the process of finding and hiring the best qualified person (from within or outside an organisation) for a job opening in a timely and cost effective manner."
- - from Dictionary.com

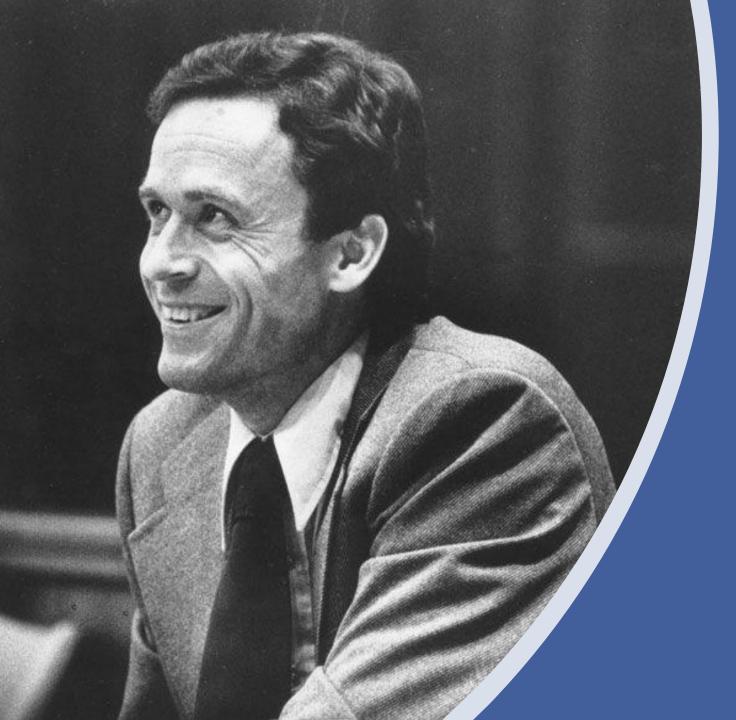


#### Why Recruitment?

From the definition the following points emerge:

- Recruitment is a process, not a static activity
- Recruitment involves finding.
- Recruitment involves hiring.
- Recruitment needs to be carried out keeping in mind time and costs.





# Who would you hire for a CEO?

Candidate 1





# Who would you hire for a CEO?

#### Candidate 2





#### 1. Ted Bundy

Serial killer confessed to 30 murders but probably killed more persons





#### 2. Steve Balmer

Ex Microsoft CEO and owner of the LA Clippers





Who would you hire as an accountant?

Candidate 1





Candidate 2





## Who would you like as your lecturer?

Candidate 1





## Who would you like as your lecturer?

Candidate 2





#### Candidate 1

Elizabeth Loftus – researcher on memory and recollection





#### Candidate 2

Molly Jane Roe – baby rapist and killer





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#### • A Definition

- "Recruitment is the process of finding and hiring the best qualified person (from within or outside an organisation) for a job opening in a timely and cost effective manner."
- from Dictionary.com



- Mike Millmore in Strategic Human Resource Management has defined recruitment as "the most significant and value adding process managed by Human Resources professionals" and as "the one with greatest potential for impact on the bottom line".
- Managing the recruitment process requires technical competence (in much the same way as software development or social media marketing); skills are required in metrics, communication and negotiation.
- What are the costs involved in a recruitment exercise?



- What are the costs involved in a recruitment exercise?
- Direct Costs
- Advertising
- Salary costs in recruitment
- Training costs
- (Costs recruitment agency)
- Indirect Costs
- Lost productivity
- Time taken to achieve expert productivity levels
- Drops in morale due to unfilled roles



- What are the costs involved in a recruitment exercise?
- It is estimated that the cost of recruitment/staff turnover stands at over Eur10,000 due to direct and indirect costs, for a standard revenue generating role (Allison Reilly).
- This was found to be valid even for the Maltese environment.





 Taking as an example a Machine Operator Role in a factory and assuming that the role remained vacant for 3 weeks the following costs would be incurred:

| Source – Direct Costs   | Cost (Eur) |
|---|------------|
| Advertising social media and other sources  | 480        |
| Salary cost for HR Clerk (based on Misco salary information) for 4 hours at Eur7.21/hr                          | 28.84      |
| Salary cost for HR Manager (based on Misco salary information) for 8 hours at Eur16.83/hr                       | 134.64     |
| Salary cost for Operations Manager for interviews (based on Misco salary information for 4 hours at Eur14.42/hr | 57.69      |
| Training Costs – 16 hours for the Training Manager at Eur14.42/hr   | 230.72     |
| Training Costs – 16 hours for the Machine Operator at Eur4.62/hr  | 73.92      |
| Total Direct Costs  | 1,005.81   |



| Source – Indirect Costs  | Cost (Eur)     |
|--|----------------|
| Role vacant for 3 weeks (120 hours assuming output value of Eur30 per hour)                          | 4,800          |
| Time taken to achieve 100% efficiency in new role; assuming 50% return in first three weeks          | 2,400          |
| Time taken to achieve 100% efficiency in new role; assuming 75% return in the subsequent three weeks | 1,200          |
| Drops in morale for unfilled roles   | Not quantified |
| Total Indirect Costs   | 8,400          |
|  |                |
| Summary of Costs   | Cost (Eur)     |
| Total Direct Costs   | 1,005.81       |
| Total Indirect Costs   | 8,400          |
| Overall Total  | 9,405.81       |

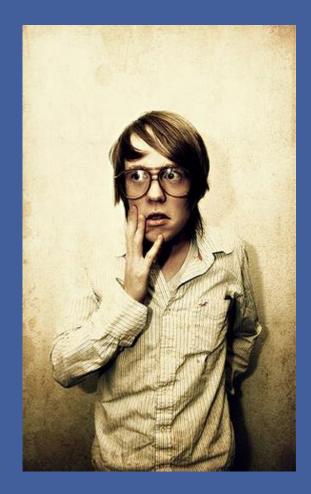
- The cost of unfilled managerial roles is harder to quantify although possibly at even higher levels.
- It is important for HR Practitioners but even for persons in operations to realise the value associated with the recruitment process.
- While considering the impact of lack of timeliness, it is also important to realise that a process run incorrectly leads one to run the risk of incurring the cost a second time.
- As a result, HR Practitioners should be advocates for the value of investing in sound recruitment practices.



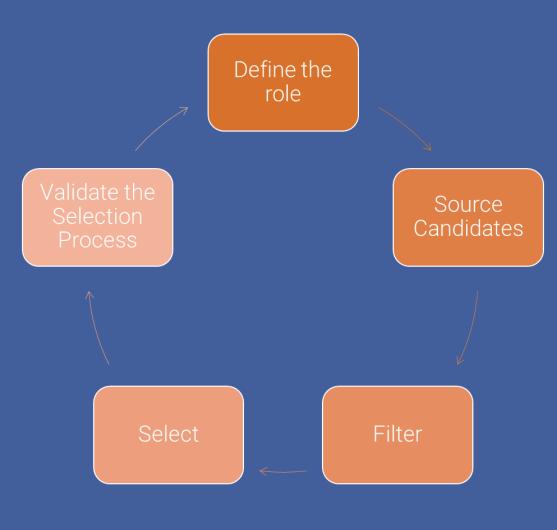




- When a company decides to fill in a role (as a result of turnover or for a new role) there are a number of steps that must be taken.
- These steps can be seen as a cycle involving a number of different stages.









Define the Role

- Companies need to start the process by asking whether a new person is actually required.
- Once the need is determined, a clear understanding of the role needs to be obtained through a structured job analysis.
- Job analysis is a useful tool that can guide recruitment, but which is also useful for performance management, training, and other HR tasks.
- There are different methods that can be used for job analysis, some of which will be covered later on in this session.





Source the Candidates

There are different methods that can be used for sourcing, including:

- Word of Mouth: (can be tapped into effectively through incentive schemes)
- Networking
- Internal Call for Applications
- Traditional advertising (web, social media, newspaper, radio, TV)
- Job Portals and specialised job boards
- Recruitment Agencies
- Headhunting
- Career Events



#### Filter

Filtering should be carried out keeping in mind keeping in mind the criteria identified in the job analysis. This can be carried out through A screening mechanism An automated process based on keywords in the CV, or filtering questions





Select

- Following the filtering stage (through different selection techniques), a preferred candidate or candidates will stand out.
- Selection and the associated communication process calls for tact and the appropriate management of the power relations present in the recruitment process.
- Power to select lies at the Company's stage during the selection process but the roles are reversed once an offer has been made.





Validate the Selection Process

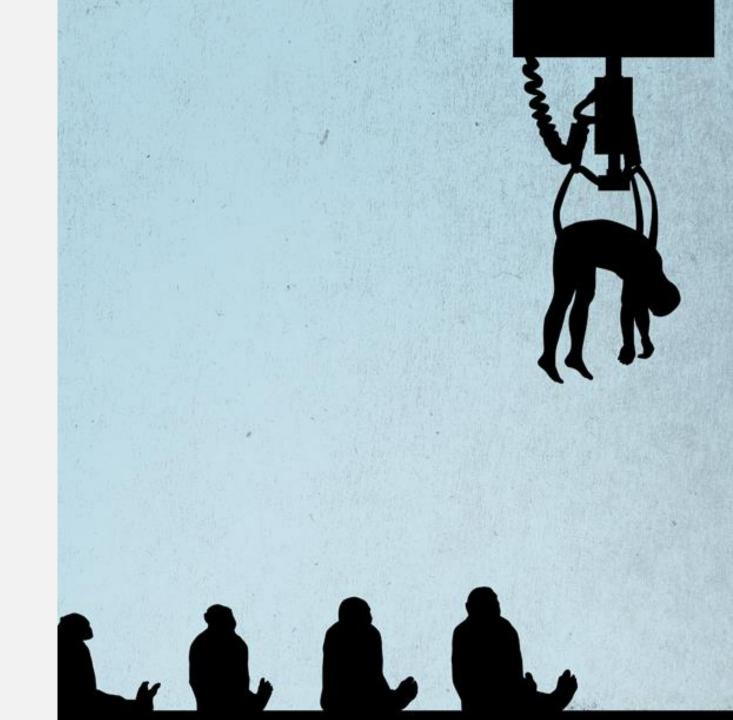
As HR Managers we should not stop at selection, but we should look at building a business case to show to what extent the recruitment process is functioning, and associated metrics.

This can be measured through correlations between selection scores and on the job performance.



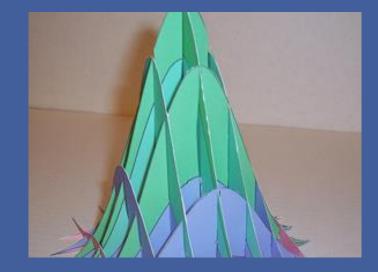


## Evaluating Selection Methods



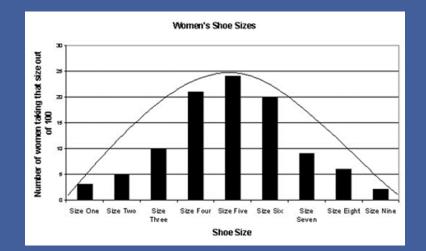
#### **Evaluating Selection Methods**

- In order to better understand the background behind selection methods, two statistical notions, Distribution and Correlation, will be covered.
- These concepts are key to understanding the content in the future sessions and in answering successfully the assessment question.





- In social sciences, the normal distribution can be found for characteristics such as height, length, strength as well as shoe size.
- More importantly for the occupational context, it is also present in intelligence (as measured by IQ), personality and ability, including job performance.







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- Correlation relates to instances in which values on one variable change systematically with changes on another.
- Correlations can be positive or negative and are measured from 0.0 to +1.0 and from 0.0 to -1.0.
- Absence of a correlation between two scores would see a value of 0.





- Selection Methods in Recruitment need to be assessed on:
- Reliability
- Validity
- Fairness





- Reliability
- Reliability relates to the extent to which a score or measure is free of measurement error.
- Another word for reliability is consistency; the opposite of reliability is random error.
- According to test theory:

*Observed score = True Score + Measurement Error* 





- Reliability
- Good selection methods ought to have strong reliability scores, ideally with correlations in the 0.6 – 0.8 range.
- An inconsistent tool cannot be used within the selection context.
- There are different types of reliability.



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- Test-Retest Reliability
- Known as temporal stability
- Relates to how much scores of a test are similar following different administrations.
- As an example, if interviews are held on different days with the same candidate, the expectation would be to arrive at similar results in both.





- Internal Reliability
- Items in a selection procedure should be correlated (but not identical as otherwise the use of one item would suffice).
- The level of correspondence is measured through correlations for internal consistency (Cronbach's alpha).
- As an example, questions in the interview measuring the same competency should lead to similar outcomes for responses from the same candidate.





- Inter-rater reliability
- Is very relevant within the selection context as it is common practice for different assessors to be involved in the process.
- This is a measure of how much different raters agree on measurements on seeing similar behaviours.
- Training can allow trainers to arrive at similar outcomes when assessing the same candidates.





- Validity
- Validity relates to the extent to which a test measures what it claims to measure.
- High scores on the validity index allows one to have confidence when making predictions.
- As in the case of reliability, there are different types of validity.





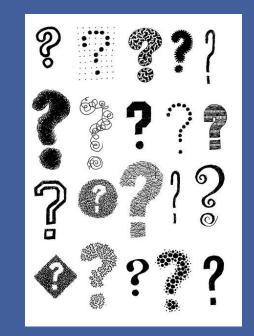
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- Face Validity
- Relates to the extent to which a test 'feels right'.
- For example, assuming there is a perfect correlation between the burger one orders at McDonalds and performance at CEO level, it would still feel incorrect to base a selection decision on this criterion.
- Face validity is being seen as an increasingly important aspect in the selection process due to the impact on employer branding.





- Content-Related Validity
- Refers to the extent to which a selection method covers all aspects of the relevant subject matter.
- For example, a maths test presenting questions only on fractions might not cover the whole syllabus.
- In interviewing, asking questions only about sales might not be sufficient if the company is on the lookout for a sales manager.



- Criterion-Related Validity
- It refers to the extent to which test measures are correlated with performance measures.
- This is a very important measure in the selection context.
- In this case correlations of over 0.20 would be of importance and value. This value is of significance due to challenges in measuring criterion-related validity and because of the restriction of range problem.





- The relationship between reliability and validity
- A test can be reliable but not valid.
- A test cannot be valid but not reliable.
- Reliability is a necessary, but not sufficient, condition for validity.





#### • Fairness

- Fairness relates to both a sociological construct but also a statistical one.
- With regards to fairness, one can differentiate between direct discrimination and adverse impact.





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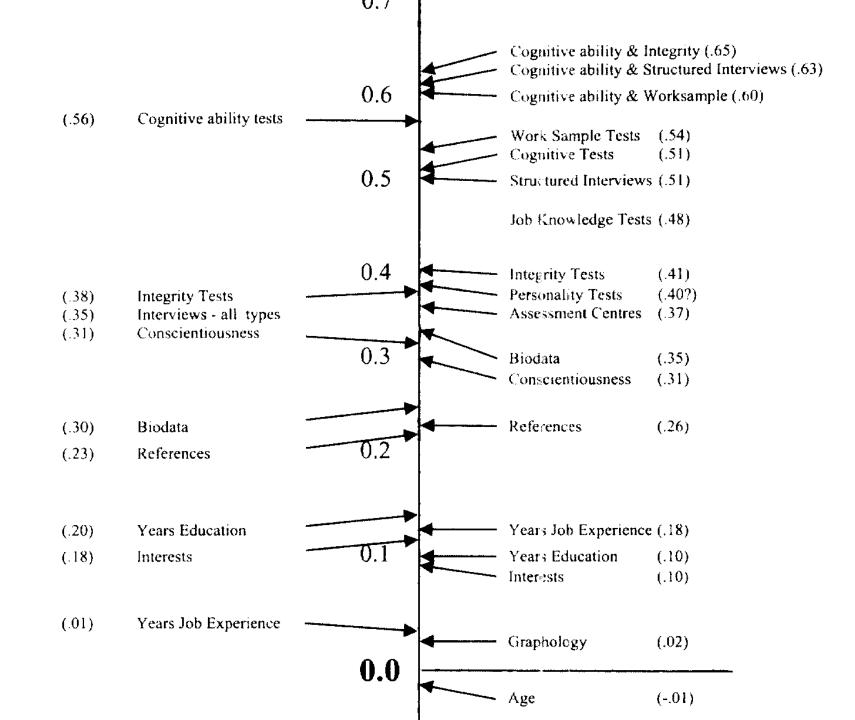
- Direct Discrimination
- Direct discrimination occurs when members in a group are overtly treated differently because of membership to a particular group.
- For example, a question asking where Onditsovo is located could prove easy for Russians, but not for other groups.





- Adverse Impact
- Adverse impact results when a selection method systematically rejects substantially higher proportions of minority than nonminority candidates.
- Adverse impact is significantly harder to identify when in operation.
- This would result when distributions for the groups (minority and nonminority) are different and unrelated to job performance.





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Selection Methods

## Selection Methods - Graphology

- Graphology is the analysis of the physical characteristics and patterns of hand writing and involves the extrapolation of the psychological state and characteristics of the writer.
- Graphology has been used in forensics and in some instances in recruitment.
- How useful do you believe this is in the recruitment context? What information should we look for to evaluate the effectiveness of this method?





## Selection Methods - Graphology

- The method is generally ineffective but can you think of instances in which looking at hand writing in the selection process can be useful?
- It is important not to discount methods without a scientific review of the tools.





- Interviews remain one of the most widespread selection methods within the occupational context (used as the sole selection method in more than 80% of recently surveyed workplaces).
- Interviews hold good face validity.
- Interviews (structured) present a strong relationship with job performance (criterion related validity) with correlations of 0.51.
- Unstructured interviews are less effective at predicting job performance correlation of 0.35.
- Interviews have been studied extensively as selection methods.



- Interviews (like all selection methods) are based on the rationale that information obtained in the questioning session can be used to make predictions on work performance.
- In interviews one can obtain information through observation of nonverbals as well as through information obtained through questioning.





- Nonverbal information can be obtained through:
- Posture
- Clothing, grooming and general appearance
- Review of micro-expressions
- Tardiness or punctuality
- Hesitations
- When verbal information contradicts nonverbal information, the latter should be given more weight.









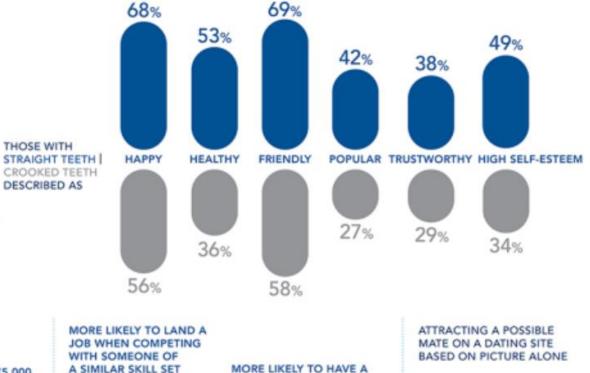
#### FIRST **IMPRESSIONS** ARE **EVERYTHING**

NEW STUDY CONFIRMS PEOPLE WITH STRAIGHT TEETH ARE PERCEIVED MORE LIKELY TO BE HAPPY. SUCCESSFUL AND SECOND-DATE WORTHY

AMERICANS SAY TEETH IS THE FIRST FACIAL FEATURE NOTICED WHEN MEETING SOMEONE

EARNING A HIGHER SALARY

NOT EMPLOYED 1% 2%

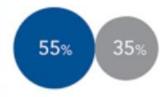


EARNS BETWEEN EARNS \$75,000 EARNS LESS THAN OR MORE \$49,999 \$50,000 - \$74,999 45% 59% 33% 21% 149 25



FACE-FORWARD JOB 61% 44%





- Questioning can be used to gather information in interviews.
- Questions can be used to:
  - Build rapport
  - Gather information
  - Probe
  - Challenge
- Different questioning strategies should be used at different points of the interview





- Interviews present the interviewer and interviewee with an open-ended pathway and the possibility to follow different directions.
- Questions will offer direction whether conscious about this or not.
- Given that questions influence the answers, they will also impact the inferences made in the interview.
- The influence of questions on answers has been well documented in the clinical and legal frameworks.





- The Clinical Framework
- Psychoanalysts tried to avoid direction by NOT offering any form of direction
- Patients would speak and interpretations offered at the very end.
- Questions on the validity of the information obtained were still raised over the years.





- The Legal Framework
- Lawyers 'object' to leading questions
- At the same time even seemingly nonleading questions lead to answers in set pathways.
- Questions can influence memory and recall in interrogations.
- Loftus and Palmer (1974) showed how questions can interview immediate answers as well as later recall.









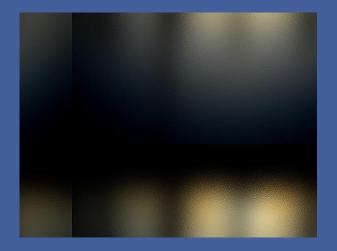
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- It has been consistently documented that structured interviews are more valid than unstructured interviews in predicting job performance.
- Structured interviewing tends to be less prone to biases and errors, such as:
- Similarity to self
- Halo effects
- Horn effects





- Why Structured Interviews?
- Lack of structure creates uncertainty.
- Structured interviewing leads to consistency in ratings.
- The process is more reliable, valid and fair.
- It helps satisfy expectations of the candidates, management and other stakeholders.
- However, scores in academic studies may over represent the strength of structured interviewing.





- Characteristics of structured interviews:
- The same questions are asked to participants
- Questions are presented in the same order
- Question responses tend to be coded according to the presenting requirements
- Interviewers are trained to be consistent in their scoring.



- An example:
- Position Sales Manager
- Obtain information on position (job analysis) speak to managers, job holders, analyse critical incidents, job descriptions, persons doing the job.
- Identify what is needed (attitudes, skills and knowledge) example, assertive personality, ability to take decisions, knowledge of technical products
- Generate questions
- Generate ratings for questions before the interview
- Validate the information



- Question: A client makes a request that will be hard to meet but could be highly profitable. What would you do?
- 1 (Very poor) Decline the project and inform the client about this.
- 2 (Poor) Be honest with the client, suggesting that you would rather pass in this instance but could tackle such projects in the future.
- 3 (Satisfactory) Take on the project and then see what could be done.
- 4 (Good) Suggest that you will discuss with management. Make an urgent request for staff relocation to be able to meet the deadlines.
- 5 (Very good) Suggest that you will discuss the issue with management. Design a proposal evaluating the project and make recommendations.



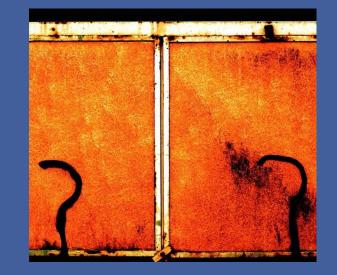
- There are different methods for structuring questions in an interview.
- Two highly researched question types are behavioural interviewing and situational interviewing.
- Both methods hold good validity and reliability indices.





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- Behavioural interviewing is also referred to as patterned behaviour description interview
- Behavioural interviewing questions focus on situations that have happened in the past that have relevance to the future demands of the job role.
- Based on the assumption 'Min jitwieled tond ma jmutx kwadru".





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- An example of a behavioural interviewing question:
- "Describe a time when you were faced with completing an important, but boring task. How did you deal with this situation?"
- The candidate is encouraged to make reference to a real situation in which she/he was involved
- The candidate's answer would then been recorded and examined for negative and positive behavioural indicators of the competencies being assessed by that question.





#### • Strengths of Behavioural Interviewing

- Effective at predicting future performance
- Behaviour is a key element to results in the job (as opposed to knowledge or skills).
- Structured method

#### • Weaknesses of Behavioural Interviewing

- Less effective with fresh graduates or persons without prior experience in the presenting role.
- Does not give a fair chance to persons who have not had opportunity to put to use their skills in past jobs.



- Situational interviewing is a method wherein theoretical or hypothetical situations are given by the interviewer to assess the applicant's behaviour in such a situation.
- Situational interviewing has been found to be closely correlated with intelligence or general ability.





- An example of a situational interviewing question:
- "You are working as a service advisor in a car servicing company. A client comes over and says that he is hearing a noise in his car. What would you do/ask to gather more information for the workshop?"
- The candidate generally would not have actually experienced the situation but would need to put herself in the situation to solve the problem.





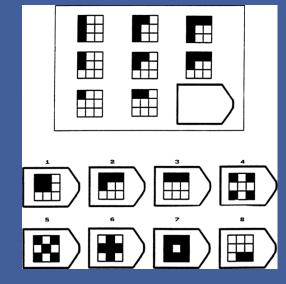
- Strengths of Situational Interviewing
  - Effective at predicting future performance
  - Structured method
  - Gives an equal chance to experienced and inexperienced persons
- Weaknesses of Situational Interviewing
  - Gives little consideration to a person's past history
  - Close link to general intelligence both a strength and a weakness.



- Ability Tests are tools used to measure an individual's cognitive functioning at a general level or in a specific area such as verbal reasoning, spatial awareness, mathematics.
- Ability tests have been found to be a good measure for predicting job performance. Correlations between ability tests and job performance have been found to be at 0.51.
- There are two main classes of tests:
  - Those that measure general ability (referred to as g)
  - Those that measure specific skills (referred to as s)



- Examples of tests that measure g:
  - British Ability Scales
  - Wechsler Intelligence Scales
  - Raven's Progressive Matrices





- Examples of tests that measure s:
- Interpersonal Skills Questionnaire
- Jamar Manual Dexterity Test
- Sales Aptitude Test







#### • Advantages of Ability Tests

- Good correlation with job performance
- Objective measure, largely devoid of bias
- Highly structured administration procedure
- Disadvantages of Ability Tests
  - Strong correlation with job interviews
  - Claims of cultural bias (largely avoided in Raven's Progressive Matrices)
  - No standardised tests for the Maltese population
  - Cost in training and administration



- Personality tests are questionnaires or other standardised instruments designed to reveal aspects of an individual's character or psychological makeup.
- Personality tests have been developed from different theoretical rationales:
  - Projective tests based on premises largely deriving from psychoanalytic theory and resting on the assumption that understanding on personality cannot be derived from direct questioning.
  - Self-Report tests are generally standardised tests whereby scores of an individual are compared with scores obtained by a norm group. Largely based on assumptions drawn from the trait approach.



- Projective Tests
- Examples include the Rorschach and TAT (Thematic Apperception Test).
- Tests are popular within the clinical set-up.
- While often criticised for not being structured, norms and standardisation procedures have been carried out, however tests require extensive training for effective use.





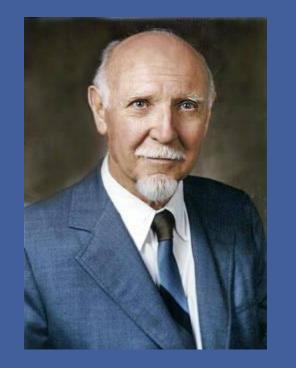


- Trait Approach
- In 1936, psychologist Gordon Allport found that one English-language dictionary alone contained more than 4,000 words describing different personality traits.
- He categorized traits into three levels:
- Cardinal traits defining for the individual
- Central traits form the foundation of personality
- Secondary traits emerge in response to specific circumstances.



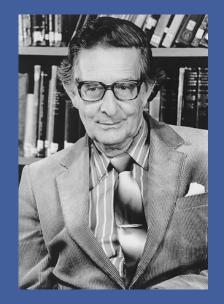
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- Trait Approach
- Trait theorist Raymond Cattell reduced the number of main personality traits from Allport's initial list of over 4,000 down to 171, mostly by eliminating uncommon traits and combining common characteristics.
- Next, Cattell rated a large sample of individuals for these 171 different traits.
- Then, using a statistical technique known as factor analysis, he identified closely related terms and eventually reduced his list to just 16 key personality traits, giving rise to the 16 PF test.





- Trait Approach
- British psychologist Hans Eysenck developed a model of personality based upon just three universal trails (through factor anaylsis):
- Introversion / Extraversion
- Neuroticism/Emotional Stability
- Psychoticism





- Trait Approach
- Some theorists to believe that Cattell focused on too many traits, while Eysenck focused on too few.
- Today, many researchers believe that they are five core personality traits.
- The most widespread tool base on this model is Costa and McCrae's NEO PI-R (Neuroticism, Extraversion, Openness, Personality Inventory, Revised).

**Extraversion:** This trait includes characteristics such as excitability, sociability, talkativeness, assertiveness and high amounts of emotional expressiveness.

**Agreeableness:** This personality dimension includes attributes such as trust, altruism, kindness, affection, and other prosocial behaviors.

**Conscientiousness:** Common features of this dimension include high levels of thoughtfulness, with good impulse control and goal-directed behaviors. Those high in conscientiousness tend to be organized and mindful of details.

**Neuroticism:** Individuals high in this trait tend to experience emotional instability, anxiety, moodiness, irritability, and sadness.

**Openness:** This trait features characteristics such as imagination and insight, and those high in this trait also tend to have a broad range of interests.

#### • Trait Approach

- Ashton and Lee developed a similar personality inventory, the HEXACO, which adds the Honesty-Humility cluster to the equation.
- The test holds good reliability and validity indices and is free to download and use for research purposes.





- The six HEXACO scales are:
  - Honesty-Humility
  - Emotionality
  - eXtraversion
  - Agreeableness
  - Conscientiousness
  - Openness to Experience



- Review of Personality Tests:
- Personality tests, particularly the Conscientiousness Scale holds a good correlation with job performance (correlation believed to be in the 0.40 region).
- Adds relevant information to what is obtained in the selection interview.
- Different factors, relevant to different roles (ex. Extraversion is an important trait for sales related positions, but not for a librarian role).



- Criticisms:
- Basing selection outcomes just on personality tests is questionable.
- Deceit in the selection process.
- Variability of traits according to the situation.
- No tests standardised on the Maltese population.



### Ice Breaker

F F ? T T. T N E S S F F T T E T N E S S place

The answer is not an 'E'.

what comes in of "?" moork.



