Choosing the Right Assessment Vendor

How some assessment companies try to get the best of you when you’re in the market.
Did you know almost every company uses some form of an assessment?

In fact, a lot of people don’t realize what an assessment really is. Organizations use assessments as a method to provide data or information about a candidate’s qualifications or an employee’s strengths or weaknesses in the workplace. The information and data is then used to understand a candidate’s career fit or job fit, and any other factors an organization uses to determine how well a job will be performed.

Before you go choosing the first assessment vendor you find with a pretty website. There are a few things to consider.
Be curious.

Don’t be nervous to ask for technical documentation to start, even if you’re not sure you’re going to understand everything in it. It’s a bad sign if the vendor is reluctant to pass along information or doesn’t have anything to show.

A good assessment will provide validity studies supporting the theoretical training or the ability or the skill they claim to measure. Documentation will also look at validity, demonstrating how the assessment scores actually relate to other metrics of interest, like job performance or retention.

In short, don’t let a sales person just briskly say that the test is valid and reliable, and move on with their day. Ask them for documentation they can provide.
Does it have a purpose?

Think about if your organization has many purposes for the assessment and if that single assessment system can address those purposes.

One of the common things assessment providers claim is that their assessments can solve every talent challenge and it’s all you need to solve these issues. Be skeptical if they start rattling off a long list of potential ways to use their assessment. Consider these 4 questions before falling for their pickup lines:

1. Is the assessment actually relevant for your needs?
2. Is it really useful for solving your issues?
3. Is it sufficient to making difficult decision within the organization?
4. Does the use of that assessment score for your decision really yield the intended consequences that you think it is?
EEOC Compliance

When it comes to EEOC compliance, the problem begins with organizations’ misunderstanding of the role of the Equal Employment Opportunity Commission (EEOC). The EEOC doesn’t really care if an assessment works unless it’s leading to unfair outcomes.

Employers are responsible for proper implementation of these assessments and the vendors are there to help. The vendors are there to give you valid and reliable tools, to show you how the tools are supposed to work, and to provide guidance and consulting on how to properly implement the assessment. It’s important to realize that, ultimately, EEOC compliance falls on the shoulders of the employer.
Is it up to date?

The assessment is a machine. It needs to be serviced from time to time so make sure it’s not just something that’s been gathering dust on a shelf for 60 years. You can’t just build an assessment and expect it to work the same forever.

Populations change, use cases change, and there’s a variety of statistics that need to be monitored to ensure the assessment is still working as it was intended to. Find out if the vendor is working to continually improve their program instead of just resting on their laurels.
**Complexity isn’t quality.**

Complexity sounds good but what you really want is something that takes the complex decision or complex situation you have at your company and boils it down to a simpler decision. Simple could be better for your use case.

Data is nice to have and important when making an assessment decision that will affect your organization. The key is to understand what the data is saying, what story is it telling, and then using that data to determine how it can benefit your organization.
See beyond the ads.

Vendors that show off logos of big-name clients and big numbers don’t mean anything. Look for experience that’s meaningful to you. We’re not all General Electric. Whatever General Electric is doing might not be relevant to the decisions your organization is making.

Check the qualifications of the authors and the designers of the assessment. Many companies will hire or partner with a reputable test development company to at least develop the first form of the assessment, and some companies may have all the qualified staff and resources in-house. Both of those are fine, but be concerned if the authors or experts have no background themselves in test development. These vendors may also brag that their assessments were built by psychometricians. This is the same as bragging that your car was built by a car company. In this day and age, most commercially available assessments have psychometricians who have built them.
The Predictive Index

The Predictive Index (PI) is an award-winning workforce assessment platform. 60 years of proven science, assessment software, and our curriculum of management workshops make PI the perfect option for any company looking to assess, predict, and better manage their people anywhere in the world.

Over 6,000 clients use PI to define behavioral and cognitive job requirements, hire the best-fitting candidates, and keep them engaged. AT&T, DocuSign, the LA Clippers, Hugo Boss, and Subway are just a few of our notable clients.