

Case Study

Reaping the Benefits of Fresh Potential

The Graduate Development Project Hunt!



REAPING THE BENEFITS OF FRESH POTENTIAL

Problem:

Our client is strategically and constantly driven towards attracting talented graduates through a well-publicized Graduate Development Program to accelerate their career life by joining their annual fast-track development project. This is a **part of a well-defined and executed integrated talent management strategy** that has endorsed the creation of an annual program which aims to provide fresh graduates support in their transition into our client's industry business, their initial development and pursuit to empower and develop young talents in Saudi Arabia as a part of the Saudi Vision 2030 initiative since it is now the owner of critical operational and fixed asset equipment and projects across many cities within the kingdom.

TTM was invited to support our client in shortlisting 20 candidates out of approx. 300 applicants to join this fast-track development program on its on-job-training upon successful navigation of focused and targeted talent assessment and selection steps, with the ultimate goal of reaping the benefits of fresh potential.

Client Needs

SHORTLISTING

Run a specifically prepared Cognitive Aptitude Assessment to shortlist a ready pool of potential fresh graduates down to 48 top performers

ASSESSMENT

Based on the creation and utilizing of an Ideal GDP Profile, candidates go through a F2F Assessment Center and the HBDI personality assessment to select top 20 applicants.

TTM SOLUTION

TTM team implemented a multistep approach for Assessment & Selection of the top fresh graduate candidates utilizing the following steps and their targeted objectives:



1 - THE IDEAL GDP PROFILE

Before starting with any assessment process, we start by identifying the **IDEAL ROLE PROFILE** – the benchmark that all participants will be assessed against. For the final design to be accurate and reflect the mandatory program requirements, and be able to identify the required level of performance of the participants, we will take the following into account when designing the “ideal” profile in its final form:

- **Company Strategic Identity** - The strategy which drives the company and the related Vision, Mission & Values, along with any other documents for a clear understanding of the company internal DNA
- **Competency Dictionaries** - Company Competencies for designated role, and those of other similar organizations in the same industry
- **Comparative models** of “Role-specific” skills and behaviors according to Whole Brain model
- **Databases** available from TTM for the study and analysis of different data from different parts of the world, several sectors regarding functional levels
- Examine the **industry specific capabilities** available in the labor market currently

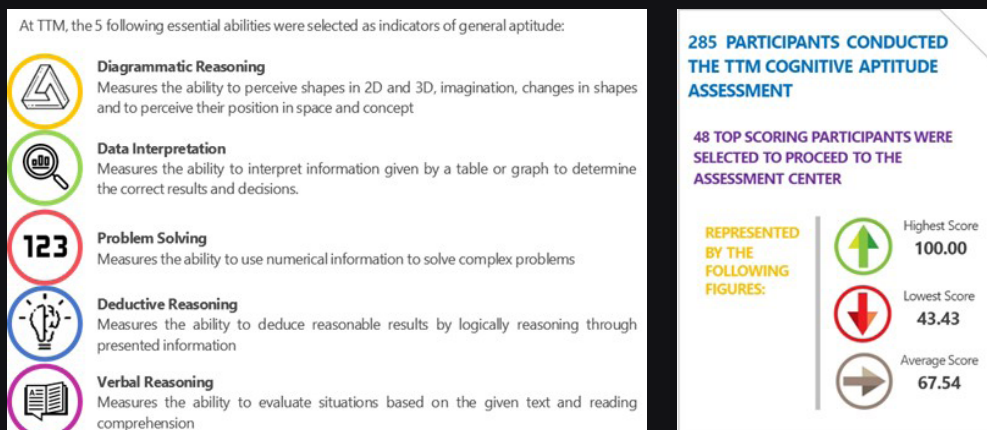
Using this methodology, we will draw a clear map that will provide a unified quantitative and visual representation of what success looks like and will be used as a basis for the assessment stage and comparing all outcomes thereafter.

This is what we refer to also as the participant Have To Do Profile



2 – ASSESSMENT JOURNEY

The first step of the GDP Assessment project was the **Cognitive Aptitude Assessment**. Utilizing this general aptitude measuring tool, TTM was to shortlist **48 top scoring** participants from a candidate pool of around 300 participants. After having gone through an English language test conducted by our client, the participants were given unique individual links to conduct the aptitude assessment on the TTM Cognitive Aptitude Assessment Portal.



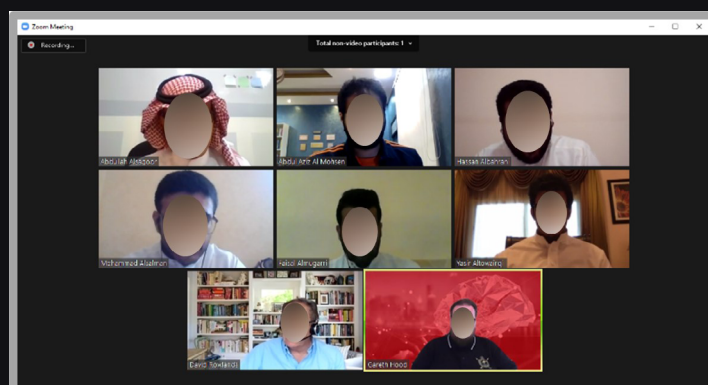
The next step was to go through the client-customized assessment center made up of 2 parts:

A. HBDI [Herrmann Brain Dominance Instrument] This personality preference assessment is designed to determine the candidates' preferred thinking style, the preference the candidate has for thinking in each of the four thinking quadrants of TTM's Whole Brain Technology. The results of this assessment provide the data to what we call the **LIKE TO DO** Profile, which was then mapped against the ideal profile to measure level of fit and constituted **20% of the candidates overall fit** to the ideal profile.



B. Virtual F2F Group Assessment

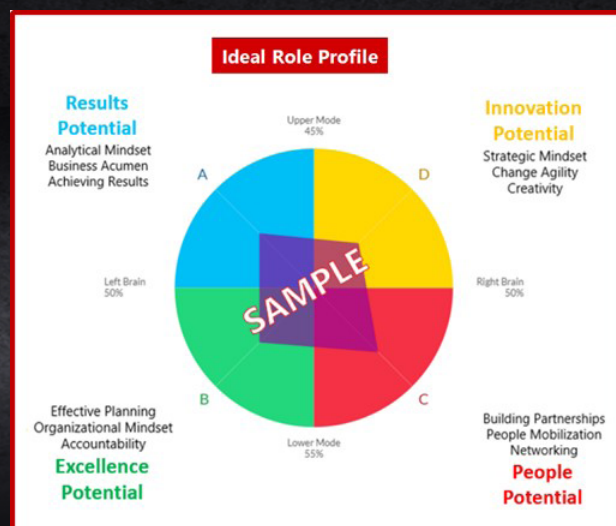
The assessment is designed to determine the candidates' current level of competence in certain competencies as defined by the ideal profile created to represent what success looks like for a GDP applicant, by observing certain behaviors demonstrated in a group competency-based case-study analysis and presentation assessment. Each participants outcome gave us their **CAN-DO** profile, their competence level at the desired competencies, which was also mapped against the ideal profile and accounted for **80% of the candidates overall fit**.



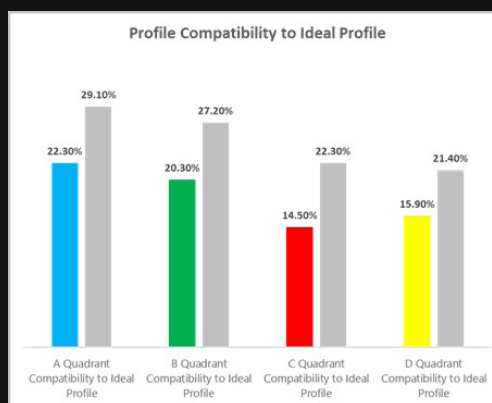
Outcome

This annual initiative enabled our client on a constant basis to build a pipeline of talent by which to feed its constantly evolving position within the Kingdom with fresh, bright, committed, competent and effective potential. 20 new team members which were very selectively hired now had the chance to contribute to the success of its operation, providing fresh new insights, and solidifying its employer brand.

This is highlighted, and becomes more evident, by the outstanding results the top selected candidates exhibited during the assessment journey, visualized using TTM's unique whole brain technology and analytics



Area	Overall	Ideal	Gap
Candidates Overall Compatibility to Ideal Profile	73.00%	100.00%	27.00%
A Quadrant Compatibility to Ideal Profile	22.30%	29.10%	6.80%
B Quadrant Compatibility to Ideal Profile	20.30%	27.20%	6.90%
C Quadrant Compatibility to Ideal Profile	14.50%	22.30%	7.80%
D Quadrant Compatibility to Ideal Profile	15.90%	21.40%	5.50%



#	NAME	CAN DO SCORE	LIKE TO DO SCORE	TOTAL SCORE
1		71%	18%	92%
2		73%	19%	92%
3		74%	18%	92%
4		72%	19%	91%
5		70%	17%	88%
6		68%	19%	87%
7		69%	18%	86%
8		69%	17%	86%
9		68%	18%	86%
10		68%	18%	85%
11		66%	18%	84%
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for more details on our Evolving Ideal Profiles**

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