

### **PSY03 Advertising and Public Relations Agency**

This niche player was seeking to build capacity and recognised that the uniqueness of their culture placed significant emphasis on getting people who were not only technically competent but could also fit-in and gel with the existing team.

After gathering information on the role content and discussing with existing staff what it felt like to work for the organisation we identified the Performance Indicator as the ideal screening tool. This was distributed on-line to the short-listed applicants and reports were provided for the hiring manager.

The feedback we were given suggested this helped greatly in terms of identifying key areas to explore during interview. After several months, we were also informed that the assessments appeared to provide an accurate profile. The client also indicated that the new employees had settled in well and were contributing effectively to the success of the team.