The Future of Work is Human.
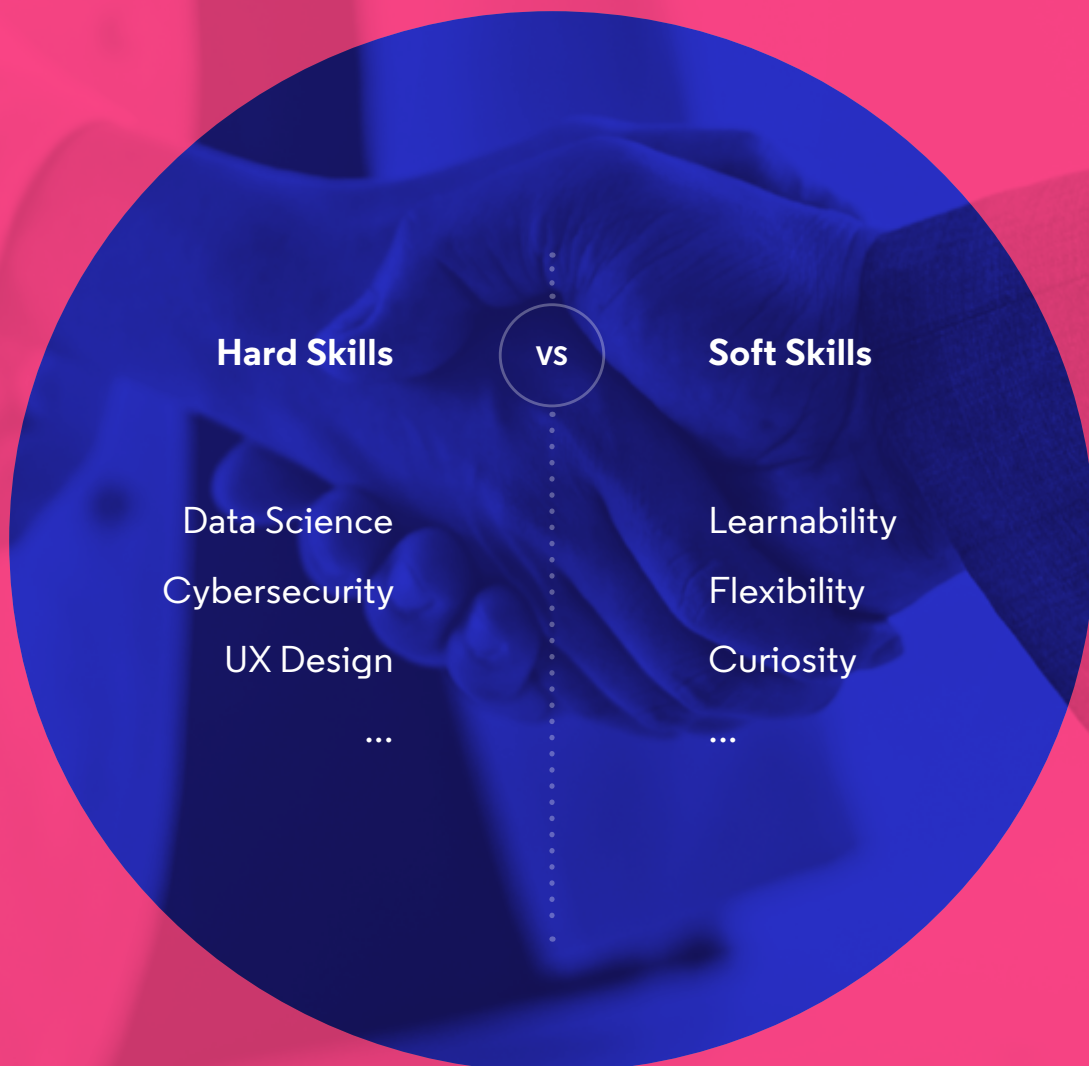
Reimagining HR Technology with Soft Skills Data.

pymetrics

Which tools and initiatives should HR teams prioritize to shape talent readiness, sharpen their competitive edge, and generate lasting business outcomes?

Companies typically invest heavily in recruiting and training for in-demand skills such as data science, cybersecurity, UX design, etc., but just as important is cultivating soft skills like learnability, flexibility and curiosity. The speed of change in the external environment not only means that the shelf life of hard skills is diminishing (as short as 5 years according to Deloitte); it is also difficult to predict what the next wave of innovation will require. Even highly soughtafter skills like coding are not immune to future automation. Therefore, HR teams need to identify resilient talent that can withstand and adapt to change, and also foster such development internally — and fast.

Hard Skills	vs	Soft Skills
Data Science		Learnability
Cybersecurity		Flexibility
UX Design		Curiosity
...		...

In spite of their rather modest name, in reality "soft skills" are the capabilities critical to delivering business value and adapting new hard skills as workforce needs evolve.

Now more than ever, there is a strong impetus for employees to bring their "soft" skills to work. In spite of their rather modest name, in reality "soft skills" are the capabilities critical to delivering business value and adapting new hard skills as workforce needs evolve in the face of a changing consumer and business landscape. In fact, soft skills are being recognized as more important than hard skills for reskilling, and Deloitte Access Economics forecasts that soft skill intensive occupations will account for

two-thirds of all jobs by 2030, compared to half of all jobs in 2000. Furthermore, the number of jobs in softskill intensive occupations is expected to grow at 2.5 times the rate of jobs in other occupations. Employers should be thus considering not only how to attract top talent with the necessary soft skills, but also rethink and optimize L&D strategy to better cultivate the social and emotional skills that their workforce needs to provide value in the coming years.

Soft skill intensive occupations in the job market are increasing.

50%

66%

2000 ————————→ 2030

■ Soft Skills   ▨ Hard Skills
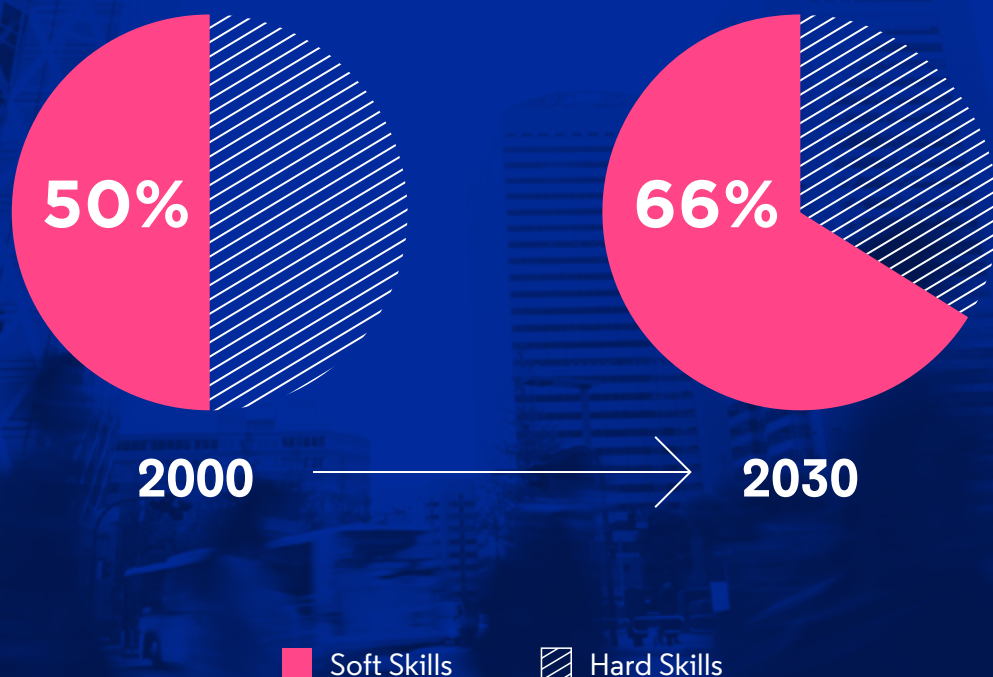
A future with soft skills

Prioritizing **enduring human capabilities** in the form of soft skills is the first step toward fostering a culture that values both technical skills and human capabilities, and best positions employees for long-term professional success.

To do so, you might consider rethinking key moments in the talent lifecycle — onboarding development, performance management, career mobility, to name a few. Where in that lifecycle can you better cultivate, assess, and reward your talent's soft skills? For example, consider screening for soft skills in the hiring process through targeted interviews, bolstered by data from intelligent, technologically-driven programs designed to measure soft skills specifically. Perhaps update L&D initiatives to focus not just on hard technical skills, but also develop the soft skills such as focus, generosity, risk tolerance, attention, and more that can be most instrumental to the success of your business.

These are changes expected to be ongoing, but in reality should begin today. By the time a late adopter has done all the necessary preparation, earlier adopters stand to gain in considerable market share and will be operating at substantially lower costs with better performance. **As it stands today, only 10% of organizations say they are very ready to address this business transformation trend, and 59% of organizations believe they lack the insights needed to actually act on this issue.** This is precisely where pymetrics becomes mission-critical.

59%
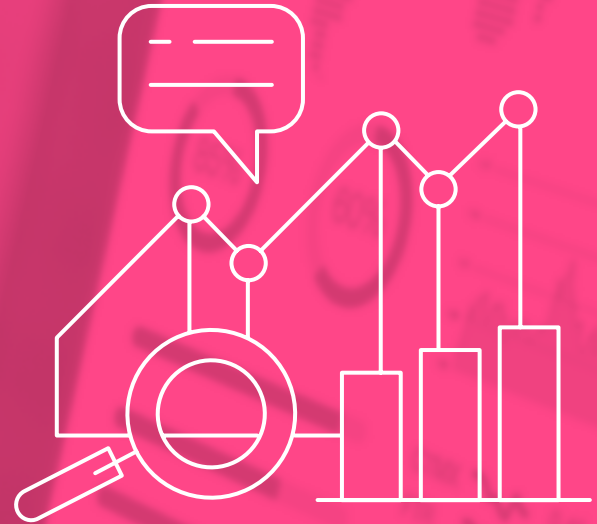
of organizations believe they lack the insights needed to screening for soft skills in the hiring process.

Capturing soft skills data

pymetrics provides companies with a reliable and consistent way to **identify the essential soft skills of your workforce as they transform**.

Our platform gathers data from your candidates and employees in real time to give you an unfettered view of each individual's innate behaviors and strengths. We evaluate soft skills such as decision making, focus, effort, risk tolerance, attention, and more with a single streamlined gamified assessment.

Over the course of gameplay, pymetrics collects behavioral measures at a millisecond time scale. For example, instead of asking someone whether their

approach to making decisions is more instinctive or methodical, we measure it based on how they approach certain scenarios. This allows for a much more accurate and dynamic reading of the individual's behavior compared to say, a selfreported questionnaire, in which responses are skewed towards what candidates and employees *think* the employer is looking for, inducing significant stress for applicants and amounting to a poor user experience overall.
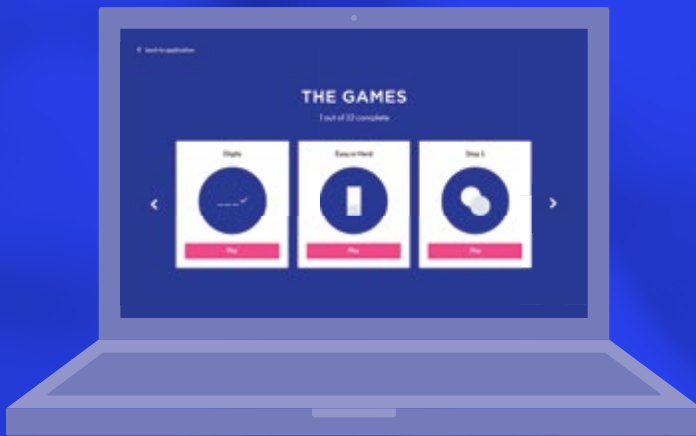
The games take approximately 25 minutes to complete and measure 11 categories of different behavioral measures from which to extract signal. The pymetrics games are assessments taken from the peerreviewed academic neuroscience literature, with decades' worth of research to support their construct validity and global relevance. With these assessments, our team has built the talent-mapping mechanism that directly applies this data to talent management (and acquisition!) specifically.

Applying soft skills data

So then what? By translating these behavioral data into actionable insights, pymetrics gives HR leaders a way to **build synchronised workforce transformation strategies** at a scale, speed, and degree of objectivity unlike any other.

The three areas pymetrics offers for workforce management include:

1 Workforce gap analysis

2 Employee learning & development

3 Internal mobilization based on fit, and upskilling where needed in the upcoming roles

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Workforce Gap Analysis

Having a foundation built on soft skills means better understanding who your employees are and how to set them up for success. pymetrics' Workforce Insights enables leaders to understand information about individuals, teams, and functional groups equipping each with the information needed to anticipate change and meet business challenges.

Workforce Insights enables organizational leaders to:

✓

Understand how teams are similar and where they differ across regions, seniority levels, tenure, and more.

✓

Identify behavioral attributes that areconsistent across top performers.

✓

Detail how employees compare to global competitive benchmarks.

✓

Surface which teams need training to better serve the organization.

✓

Adapt thier approach in hiring new team members that are more in line with the competencies that matter most.

2

Learning & Development

In order to ensure these insights are actionable at an individual level, managers are equipped with personalized development reports on each employee to drive 1-1 coaching in both a scalable and data-driven way. Employee development is a critical component of nurturing your workforce, and if done successfully, can result in strong employee retention and performance, as well as reduction in costs of rehiring talent.

These reports can be used across the full talent lifecycle — from employee onboarding, regular review cycles, or even to optimize teamwork with other colleagues. Empower employees with their own behavioral insights and soft skill data that reflects strengths and development opportunities custom to your workplace, and enable them to track progress toward goals and feel confident in their growth prospects, while also being held accountable to have an impact on organizational success.

3

Internal Mobilization

Once workforce gaps and developmental opportunities have been identified, employees can be matched to any role within the organization and determine their inherent fit to a range of paths. By overlaying our scalable profiles of success (either custom-built based on current successful incumbents, or success profiles based on a global dataset of top performers in a given field), we can mobilize your workforce into the right roles for the future based on their fit.

Meaningful internal mobility opportunities deepen employee engagement and can encourage people to stay up to 41% longer with their employers. Aside from the enormous savings from attrition and rehiring costs, companies can also gain productivity and agility as they are able to re-optimize their workforce smoothly in tandem with your business' talent needs.

Internal mobility increases employee retention by up to

41%

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Get started today.

If you would like to learn more about leveraging behavioral insights and turning them into an actionable HR strategy that will drive competitive and lasting business outcomes, please connect with our team.

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