

Double up

Skills assessments improve both hiring and company image.

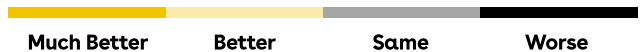
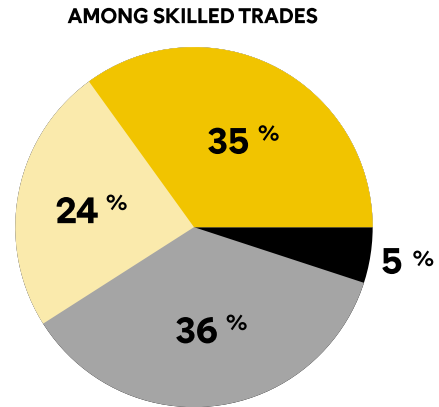
The Limelight team recently surveyed 400 American job holders and job seekers, and found that **95% of skilled-trade workers feel the same or better about a company that requires a skills test as part of the hiring process**, with a full 35% saying they would feel “much better” about the company.

That’s even a bit higher than the general population, where the survey found that 93% feel the same or better about companies that use skills assessments, and that 30% feel much better.

“What’s exciting about the fact that candidates are impressed by skills assessments is that they are also the simplest way for companies to improve hiring outcomes,” says Ben Pfeifer, CEO and founder of Limelight, a technology-driven hiring platform. “It’s a win-win.”

The survey found that among skilled-trade workers, only 5% would feel “slightly worse” because of a skills assessment, and zero percent would feel “much worse.”

Q: What’s your impression of companies who require skills testing in the application process?



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can be misleading.*



Perhaps explaining this surprisingly positive attitude towards skills tests, the same survey also found that **65% of skilled-trade workers feel it is a challenge to know which jobs best match their expertise**. This means that the skills assessment may offer as much value to the applicant as it does the company by clearly defining the skills required for the job.

Asked to describe their biggest job search challenge, survey takers kept highlighting this issue of finding the right fit. “Finding something completely in my comfort zone,” wrote one. “Finding the right job is hard—I feel a lot of job summaries can be misleading,” answered another. Even highly personalized searches raised the same issue. “Dealing with recruiters who don’t understand my skill set,” a third respondent wrote.

Skilled workers remain confident in the face of COVID-19.

Commissioned by Limelight and completed online in June 2020 with n=400, the survey also found that despite reporting more financial pain than the general population as a result of COVID-19, **skilled-trade workers like electricians, welders, mechanics, and truck drivers are also more optimistic than most about the coming year** – 59% reported feeling confident about their future financial situation compared to only 45% of general population. All while 48% of skilled-trade workers reported that their personal finances had deteriorated in the past year, compared with only 38% of all respondents.

For a company, optimizing the hiring process improves employee quality—and also bolsters the company’s brand. The costs of getting it wrong can be substantial. According to a recent CareerBuilder survey, companies **lose an average** of \$14,900 for every bad hire. And the U.S. Department of Labor **estimates** that a bad hire costs up to 30% of the individual’s first-year salary.

The Limelight survey suggests that the best place to have a skills assessment is right at the beginning of the applicant process in order to leave more candidates with a positive impression.

Google, which has invested substantial time and money to improving their hiring process, has found that a skills assessment, or related work-sample test, is by far **the best predictor of job performance** – twice as good as an interview, four times better than reference checks, and almost ten times better than counting years of work experience. As an additional benefit of improving their hiring process, Google found that 80% of rejected applicants would still recommend that their friends apply to the company.

For a company that hires skilled-trade workers, that means that an electrician that isn’t hired may still well be the person to recommend another, better-suited person for the job.

With increased emphasis on diversity in the hiring process, a skills assessment may also avoid the subconscious biases that creep into even the most rigorous selection process. Interviews, in particular, have been shown in **multiple studies** to be particularly prone to bias. Neutral skills assessments ensure that only qualified candidates make it to the interview stage, substantially reducing the risk that subconscious biases influence a company to hire a candidate lacking the skills to succeed.

Ready to improve your hiring? Add skills assessments to the process – and get ready for a host of extra benefits.

Q: I’m confident about my financial future.

