

Assessment Value and Workforce Trends

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Today, for the survival of a mature organization, on-going assessment practices greatly increase a company's ability to harness creative energy, develop effective talent, and enhance company moral. In the job market today, talented employees are your key competitive advantage for organizational growth and success. For employees that exhibit innovative and enterprising behavior in existing organizations, there are endless opportunities for professional growth and organizational gain. In addition, identifying positive leadership behaviors and being able to sustain proactive involvement in the management of employees is a major concern for any organization. Equally important is being able to identify dysfunctional dispositions or personality characteristics that can affect a leader's ability to form positive relationships with others. The old adage "good leaders are hard to find" reminds us all too often how we are surrounded by incompetent, unethical, and ineffective managers that can not only damage company moral and employee motivation, but can also have a negative impact on retention, productivity and communication. Being able to identify the key leadership behaviors and competencies related to emotional intelligence and successful team-building may play an important role in an organization's ability to gain greater trust, enthusiasm and a sense of share commitment in the workplace.

With the fast pace growth of information technology, a new generation of workers are capitalizing on internet and social networking sites and don't think twice about exploring other job opportunities or making multiple career moves. For this new generation of employees in their early 30's and 20's, work is viewed simply as a means to an ends and high pay and job security is not the great motivator that it once was. In today's workforce, the high level of social mobility, advanced telecommunications, and a changing work ethic, has created a new generation of workers who cannot simply be hired and ignored. They must not only be paid well, they need to feel appreciated, share a common corporate value system, have a sense of self-fulfillment and be professionally trained. Professional development and employee training programs are crucial, because it provides employees with the professional challenges and opportunities to learn new skills while reinforcing a shared organizational commitment toward growth and company values. Companies must begin to realize that a strong recruiting advantage over competitors begins by seeking ways to better understand the needs and values of this new and different generation, including new ways of motivating and rewarding them. Making more intelligent-based assessment decisions as part of standard organizational practice, both in recruitment and retention efforts, can assist companies greatly in maintaining a competitive advantage in their hiring and promotion practices.

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