

# How Createment **predicts candidate success** based on assessment results



## Objectives

- > To establish a unique process to fill hard-to-fill IT positions
- > To gain insight into the learning capacity of potential candidates
- > To preselect suitable candidates for clients



## Results

- > 97% of selected candidates are successfully placed with a client
- > Powerful pre-selection tool in combination with in-house technical assessment
- > Objective and substantiated data available for client and candidate



**CREATEMENT**<sup>®</sup>

ontwikkel je eigen talent

**IT Services**

55 employees

## Introduction

Createment acts as a bridge between numerous unfilled IT vacancies and digital talent looking for work. The company was founded in 2014 with the conviction that everyone should be in control of their own development. Createment's ethos is that with the right attitude and ability, you can take your career in a new direction at any time.

Many organisations have to deal with technology vacancies that they cannot fill. Meanwhile, there are people with or without work experience who (secretly) dream of a job in technology, but have no background in the field and therefore believe they would not qualify for one. Createment brings organisations and candidates together with the goal of recruiting a permanent new colleague for the organisation and securing a permanent contract for the candidate. Director and owner Jeroen van der Made says: "We are not looking for the ideal candidate, but rather to create the perfect colleague."

## THE CHALLENGE

From his own experience, Jeroen knows that filling highly specialised tech roles can be a challenge. Together with his two co-founders, he was convinced that the solution could not be found via traditional recruitment means. “Instead, we developed a process for connecting organisations with a tech vacancy and potential highly skilled candidates with or without a job. Not through a standard traineeship or secondment, but through a unique process that brings clients and candidates together.”



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*Thomas’ GIA assessment is a very good predictor of candidates’ success in our unique selection process and with a client.*

**Jeroen van der Made, Director/Owner, Createment**



## THE SOLUTION

The partners developed a process in which supply and demand come together in a unique way. A client initially reports one or more tech vacancies to Createment. Several candidates respond to this vacancy, and then the selection process begins. “We always start with Thomas International’s GIA assessment, which measures the learning ability of a candidate. Based on the years of experience we have with this assessment, we know that the results are a very good predictor of the rest of the selection process and of the ultimate success of the candidate in the organisation in which he/she is placed. The assessment does not measure the IQ of the candidate, but how quickly they absorb new information.”

This pre-selection is followed by a technical assessment, which examines how the candidate deals with technical information. “Candidates are inundated with information during this assessment, which lasts a day. Of course, they are guided during the day, but an important objective of this round is to see how someone handles instructions and whether they have an aptitude for solving tech issues,” says Jeroen. The candidates who achieve a good result are introduced to the client. The IT traineeship then begins, in which the trainee embarks on an extensive training program, followed by a ‘learning on the job’ phase. This intensive program of training, coaching and supervision is ultimately rewarded with a permanent position at the organisation where the trainee learned the trade.



## THE RESULT

Using the GIA assessment as a pre-selection tool is a logical and necessary step for Createment. “Over the past years we have collected and analysed a lot of data about candidates who have taken the GIA. Now we know that with this tool, we can make a very reliable prediction about the future success of a candidate in the selection process and in the eventual career of the candidate. If it appears that a candidate’s learning capacity exceeds a certain value, the selection process is continued. 97% of the candidates who successfully complete the selection procedure are ultimately placed with a client to their complete satisfaction.

This objective assessment has another important advantage. Createment hardly looks at candidates’ education and CV. “A CV says something about someone’s interest, but little about the candidate’s qualities. We specifically look for someone who fits the client, based on personality and learning ability, not on experience, because we believe that certain skills can be learned and developed.” In addition, occasionally a candidate’s native language is not Dutch. “The assessment is available in many languages, which enables us to achieve the most accurate results. In addition, the online platform is very easy to use. It is the combination of the GIA assessment with our own technical assessment that makes this way of working so powerful.”



For more information about how we can help deliver confidence  
for your organisation, get in touch



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