

December 2023

What Can Rihanna, Beyonce, Taylor Swift & Maybe Barbie Teach Employers?

Prepared for: Direct Employers

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Founded in 2005
Team of **200+**



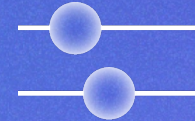
Offices in **US, UK**
and **Australia**



250 clients in
80+ countries
across the globe



18 years of
behavioral science
research, 30+ I/O
Psych's



Measuring skills
through performance
and motivation



This is not a love song:

Skills are not soft!





Cognitive capacity

Numerical
Verbal
Logical



Behavioral

Analysis
Resilience
Learning Agility



Acquired knowledge and application

Coding C#
Salesforce
Excel



Being

Authenticity
Centred
Courage
Curiosity
Credibility
Gratitude
Humility
Legacy
Mission
Moral Compass
Personal
Responsibility
Pride
Self Awareness
Service
Unconditionality



Thinking

Adaptable
Adherence
Analysis
Creativity
Commercial acumen
Detail
Diligence
Incisive
Incubator
Innovation
Judgement
Optimism
Organiser
Orchestration
Planner
Prevention
Resolver
Strategic Awareness
Time Optimiser
Technology focus



Motivating

Action
Adventure
Bounceback
Business Affinity
Catalyst
Change Agent
Collaboration
Competitive
Drive
Growth
Improver
Implementer
Learning Agility
Pace
Performance orientation
Persistence
Resilience
Opportunity spotter
Self-Belief
Work Ethic



Communicating

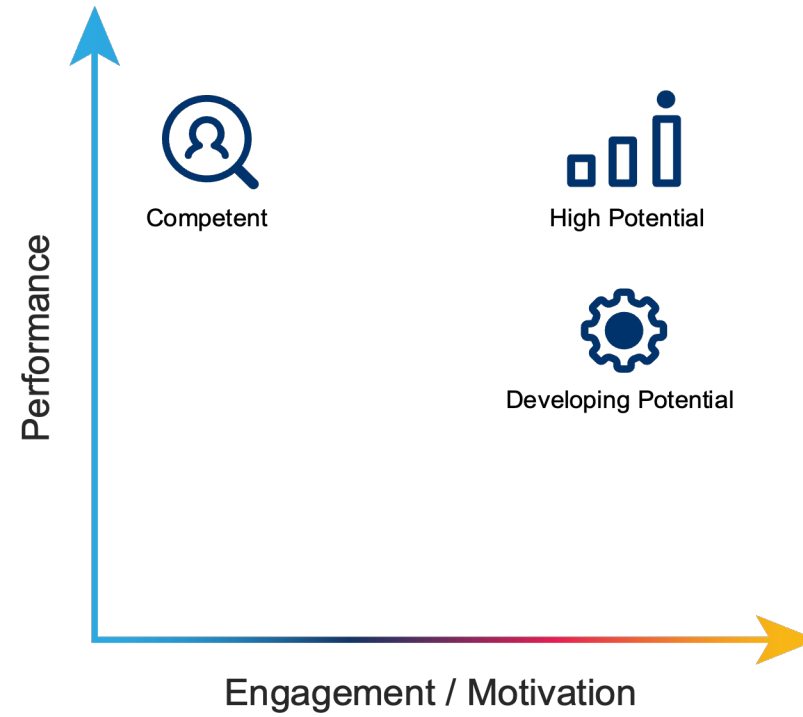
Advocate
Counterpoint
Explainer
Feedback
Humour
Listener
Narrator
Spotlight
Social adaptability
Writer



Relating

Approachability
Compassion
Connector
Emotional Awareness
Empathic
Enabler
Equality
Inclusion
Initiative
Esteem Builder
Personalisation
Persuasion
Rapport Builder
Relationship Deepener
Relationship builder

Skills and potential



When there is **performance** and **motivation**, a skill becomes a strength and potential is realized.



Action 1:

What is one thing you can do this month to develop a point of view on what a skills based talent strategy could mean for your organization?

Everyone knows the words:

Consistent framework to remove bias and
provide clear direction



FENTY SKIN



S A V A G E  F E N T Y
BY RIHANNA



Skills-based job postings resulted in a substantial increase in applications from a broader set of workers.



Hiring for skills is five times more predictive of job performance than hiring for education and more than two times more predictive than hiring for work experience.

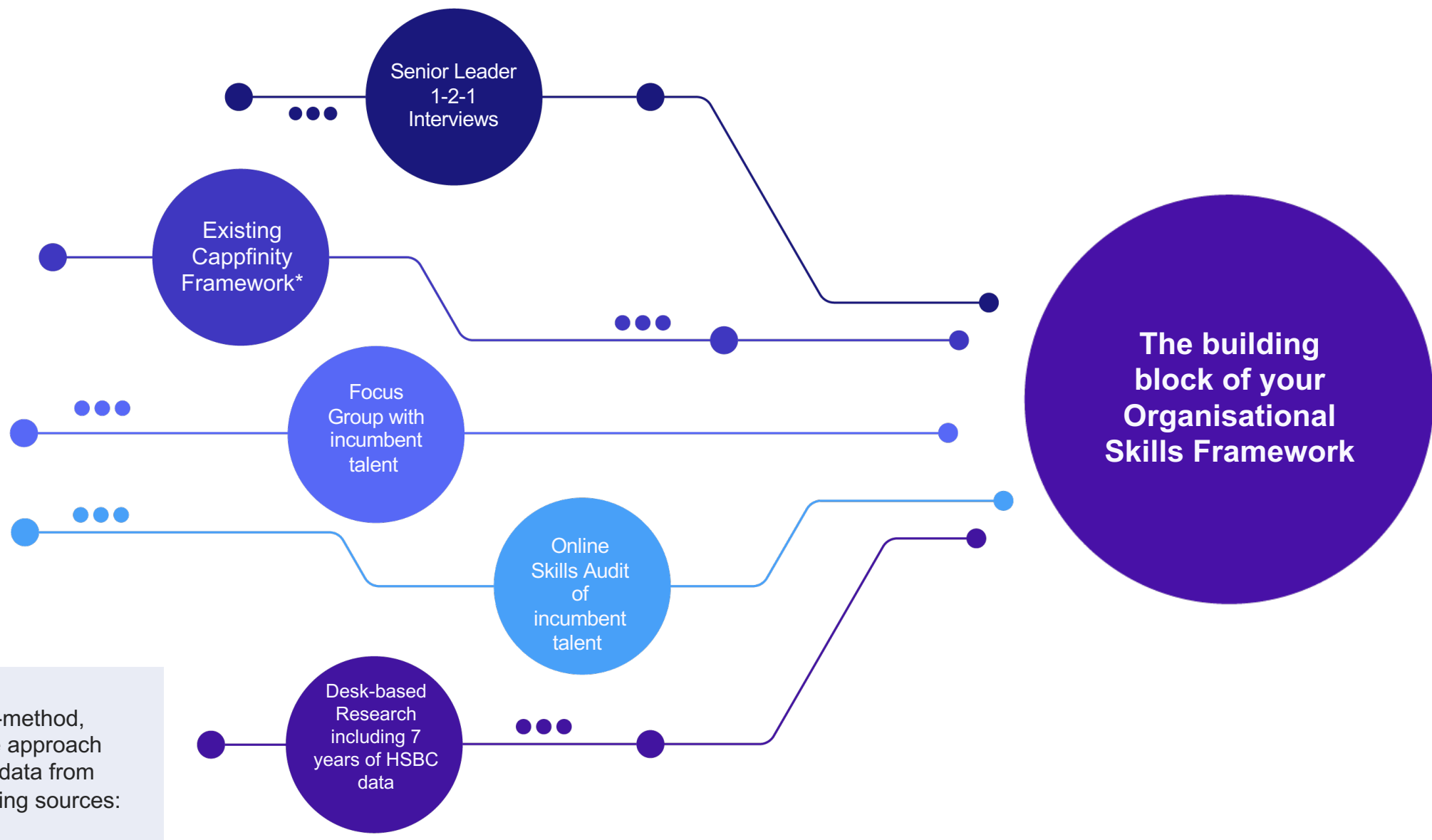


Increases in hiring candidates from lower social economic backgrounds and protected groups.

	Online	Interview	Group	Presentation
Cognitive Reasoning	✓		✓	✓
Business Curiosity	✓	✓		✓
Customer Centric	✓		✓	✓
Collaboration	✓	✓		✓
Relationship Builder	✓	✓	✓	
Drive	✓	✓		✓
Growth	✓	✓	✓	
Personal Responsibility	✓	✓	✓	

	Bands A – C	Bands D – E	Bands F – SL
Definition	Behavioral Indicators		
People strong in Adaptability can adapt to new circumstances, thriving in rapidly changing environments.	Re-focuses quickly to assimilate and act upon new information or changes in requirements.	Anticipates and adapts flexibly to changing business priorities and requirements.	Assimilates business environment or industry change quickly and accurately, paves the new way forwards.
	Can deliver despite ambiguity and thrives on variety.	Embraces increasingly more complex and uncertain business situations and problems.	Future-focused, oriented toward understanding how future trends will impact, however complex.

ASSOCIATED BEHAVIOUR



Action 2:

Consider and discuss how clear everyone that touches the attraction, assessment, and development of your talent pool is on what you are hiring for and why. Consistency and focus increase effectiveness.

Allow authenticity to Shine:

Empower, encourage and reduce imposter syndrome

Learning Styles

A short experience to help you build a greater appreciation of how best you might learn new things.



Start Now

Preparation Plus.

Practice Zone

Learn about you

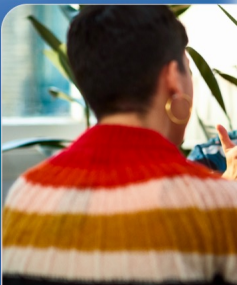
Practice Questions

Practice Assessment

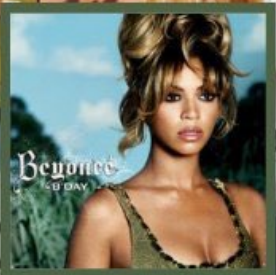
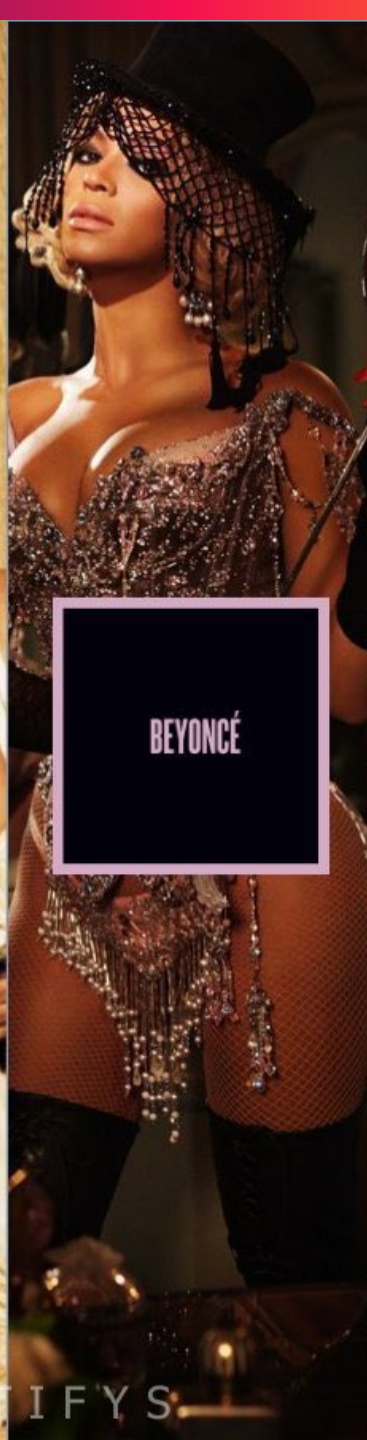
Hints & Tips

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Cappfinity

Welcome to your
Practice Zone



Get
of c







82%

of candidates

said that they wanted to understand a company's culture as they went through the attraction and recruitment process



95%

of diverse candidates

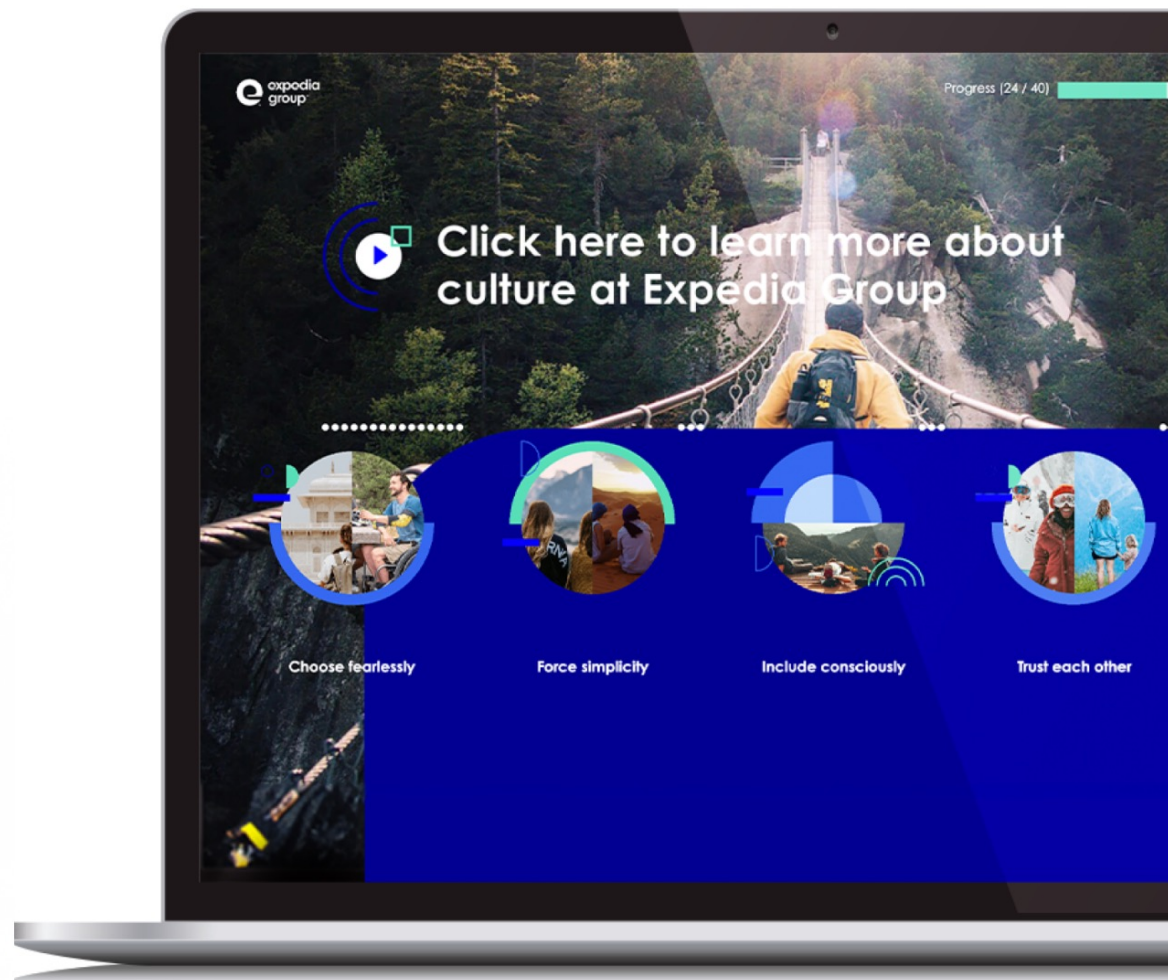
reported that an authentic assessment 'allowed them to be themselves'

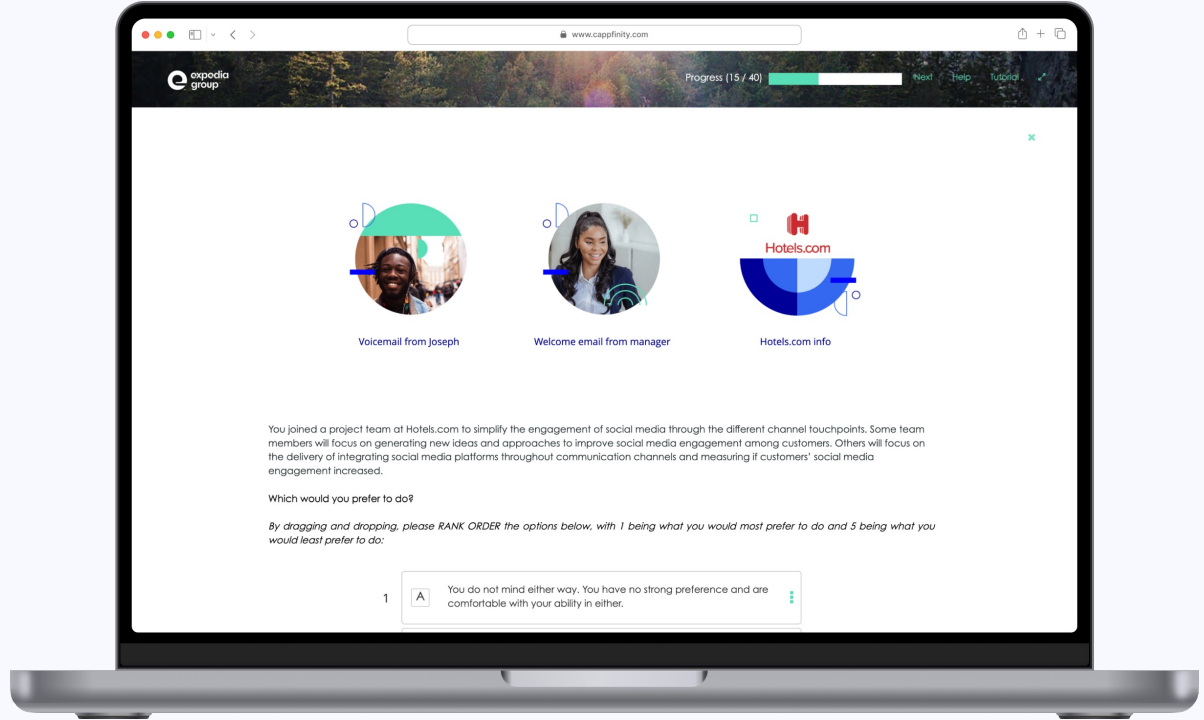
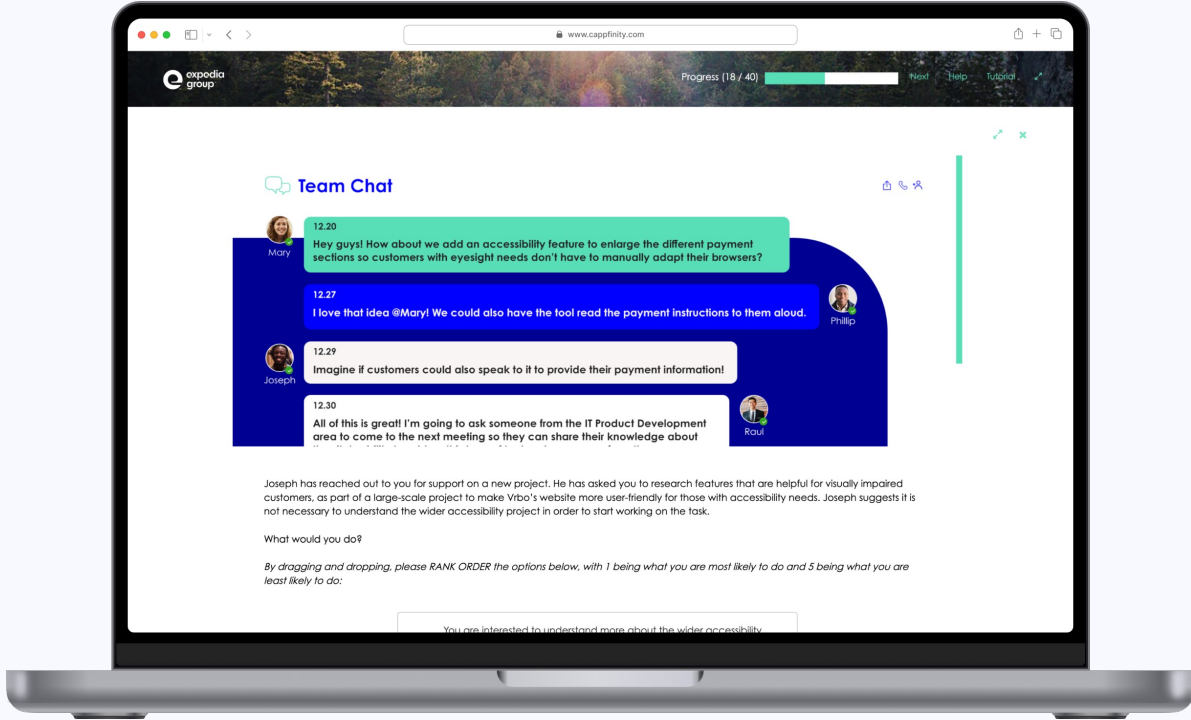
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Action 3:

Consider the impact imposter syndrome is having on the outcomes and results of your female identifying workforce. How could helping them realize their full suite of realised and unrealised skills deliver better business results?



The best is yet to come:

The future of skills across acquisition and
management in 2024



	Global (all time)	USA (all time)	Global (2023)	USA (2023)
RS	<ol style="list-style-type: none"> Humility Pride Resolver Relationship Deepener Service Esteem Builder Equality 	<ol style="list-style-type: none"> Humility Pride Growth Service Gratitude Improver Unconditionality 	<ol style="list-style-type: none"> Humility Pride Unconditionality Relationship Deepener Service Resolver Equality 	<ol style="list-style-type: none"> Humility Pride Gratitude Growth Service Unconditionality Improver
US	<ol style="list-style-type: none"> Legacy Mission Innovation Esteem Builder Creativity Curiosity Connector 	<ol style="list-style-type: none"> Legacy Mission Innovation Esteem Builder Change Agent Curiosity Connector 	<ol style="list-style-type: none"> Legacy Mission Innovation Esteem Builder Creativity Connector Curiosity 	<ol style="list-style-type: none"> Legacy Mission Innovation Esteem Builder Change Agent Connector Curiosity
LB	<ol style="list-style-type: none"> Work Ethic Detail Courage Adventure 	<ol style="list-style-type: none"> Work Ethic Detail Personalisation Adventure 	<ol style="list-style-type: none"> Work Ethic Detail Courage Adventure 	<ol style="list-style-type: none"> Work Ethic Detail Personalisation Courage
WK	<ol style="list-style-type: none"> Time Optimiser Self-belief Competitive 	<ol style="list-style-type: none"> Time Optimiser Persistence Competitive 	<ol style="list-style-type: none"> Time Optimiser Self-belief Competitive 	<ol style="list-style-type: none"> Time Optimiser Persistence Competitive



Collaboration



Resilience



Self
Awareness



Communication



Analysis



Curiosity



Drive



Personal
Responsibility



Action 4:

Understanding and using skills unlocks the capability for talent to be more flexible, mobile and effective. What internal business dilemma could you resolve by re-deploying even one skill you know you have in your workforce?

Cappfinity



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Thank you and Q&A

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