**The importance of assessing candidates amid a labor shortage.**

In a low unemployment economy where demand for talent is increasing, companies often won’t find new hires with the exact qualifications needed. Pre-employment assessments, however, can help determine which candidates have the raw talent and the right motivations to do the job.

Pre-employment assessments can help you:

**1.** Move beyond traditional resume screening and consider candidates who don’t have the kind of experience you’d like on the job.

A tight-labor market means you will have to consider candidates from a diverse array of backgrounds. A pre-hire assessment helps your decision-making by providing a consistent way to determine which candidates have the learning and problem-solving abilities that make them well-suited for the job – even with a lack of experience in a similar industry. **Beware, however, of hiring a salesperson from another competing company; they almost always bring a ton of baggage – that you don’t want.**

**2.** Make faster decisions and connect with candidates before your competitor hires them.

Be sure to capitalize on those few good candidates that do come through your pipeline – make a decision quickly. Research shows the longer the hiring process takes, the less likely a candidate is to accept an offer, especially when a good candidate has multiple offers. Using a pre-employment assessment helps you make confident decisions about candidates more quickly.

**3.** Identify problem areas in a candidate’s motivation or ability to do the job.

Sometimes a job offer must be made to a candidate whose innate traits don’t exactly align with the requirements of the job. Using a pre-hire assessment helps you identify where the candidate’s work style and motivations are at odds with the role. This information helps managers and coaches better communicate with and motivate new hires to give them the best chance at success.

When paired with effective coaching and a solid training program, data on how candidates match (or don’t match) the job, will help you make lemonade out of lemons and create a foundation for strong performance and longevity in the role.

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