Aptitude: Identify the Best Talent Faster and at Less Cost
Using assessment has helped us be far more objective in looking at an individual’s potential, rather than past performance or ‘intuitive feel’ at interview.

Georgie Duckworth, Human Resources Manager, One Medicare
Uncovering Performance Potential

Organizations looking to optimize their talent management face questions such as:

- How can we be sure we hire or promote people with the right potential for the role?
- How can we be more efficient in our selection processes, minimizing the management burden and reducing cost?

Results or behaviors in a previous role are often a poor indication of future performance. To be effective, hiring and development decisions need to be based on three factors: Performance, Competencies and Potential. Tests of aptitude, or innate ability, are a proven measure of an individual’s potential for success in a role.

Our SHL Verify range of ability tests identifies high-caliber potential quickly, efficiently, accurately and securely. Verify is the only way to assess job applicants online with confidence.
Higher Quality Talent Decisions at Lower Cost

Verify helps you achieve:

**Better Decisions**
Finance employees at an investment management company who scored highly on verbal and numerical reasoning were **six times** as likely to be rated as top performers.

**Time and Cost Savings**
Screening out poor performers early in the recruitment process **improves time to hire** and frees up HR resources. Better hiring decisions also reduces costly staff turnover.

**Enhanced Employer Brand**
Our research suggests that one in five stop buying from a company following an unsuccessful application. The tests’ objectivity and convenience helps **enhance your employer brand** and reduces the chance of unhappy candidates boycotting your organization.
SHL Verify Core Features

Highly Accessible and Deliverable
- Accessible by candidates 24 hours a day, every day
- Available in over 26 languages
- Easy to administer and deliver

Comprehensive Reporting
- Detailed administrator report, with scores, comparison group data, and narrative interpretation
- Candidate report available, providing score and improvement tips

Minimizes the Risks of Online Testing
- Questions are different for every applicant
- Secure against data theft and cheating
- Optional supervised verification test to ensure your shortlisted candidate is the same person who took the test remotely

Part of an End-to-End Talent Solution
- Can be integrated seamlessly into recruitment, applicant tracking or talent management systems

One Common Language for Talent Measurement
- Verify maps to the CEB Universal Competency Framework (UCF), enabling a comprehensive hiring or development strategy that includes assessments of aptitude, personality and job-specific skills.
- UCF can be used to describe the competencies and underlying behaviors required for success in any role in any organization.

For regions with limited internet connectivity, or where online access may be impractical, we also offer a suite of aptitude assessments that are delivered via paper and pencil.
Verifiable Business Outcomes

**INCREASED PERFORMANCE**

A leading South African legal firm used Verify to help determine which graduates had the critical qualities to be successful attorneys. Using our Talent Analytics, the firm found that candidates receiving offers outperformed even the global talent pool for legal firms.

**REDUCED HIRING COSTS**

For an emergency services provider, a new firefighter recruitment process including Verify meant fewer, but higher quality, candidates required management review. This resulted in a saving of approximately $6,200 per hire.

**IMPROVED EFFICIENCY**

A leading charity works to improve employment outcomes for UK black, Asian and minority ethnic graduate level students. Using Verify guaranteed the Trust only invited the best candidates to the assessment day. This helped objectively select those who were bright, regardless of their upbringing or educational background.

**REDUCED TURNOVER**

A leading bank using Verify assessments saved approximately $12.4 million and reduced interview ‘no-shows’ from 25% to 4% in the course of one year.
We are now better placed to identify the right caliber of employee, not just in terms of simple pass rates but also in terms of those who are likely to excel as Advisors.

Lou Anne Howie, Personnel Manager, Cheltenham & Gloucester
SHL Verify Family of Ability Tests

The following assessments are available for a range of job levels and roles. These normally take from 5 to 25 minutes to complete, depending on the assessment. We will work with you to identify the right test combination and the right difficulty level for your requirements. For a list of specific tests, please turn to inside back cover.

**Numerical Reasoning**
Measures a candidate’s ability to make correct decisions or inferences from numerical or statistical data.

**Verbal Reasoning**
Measures a candidate’s ability to evaluate the logic of various kinds of argument as presented in written form.

**Inductive Reasoning**
Measures a candidate’s ability to draw inferences and understand the relationships between various concepts, independent of acquired knowledge.

**Deductive Reasoning**
Measures the ability to draw logical conclusions based on information provided, identify strengths and weaknesses of arguments, and complete scenarios using incomplete information.
Mechanical Comprehension
Measures a candidate’s understanding of basic mechanical principles and their application to devices such as pulleys, gears and levers.

Spatial Ability
Measures the ability to perceive and transform visual shapes, forms, or images and/or the ability to maintain spatial orientation with regard to objects that may change or move through space.

Checking
Measures a candidate’s ability to compare information quickly and accurately.

Calculation
Measures a candidate’s ability to add, subtract, divide and multiply numbers quickly and accurately.

Reading Comprehension
Measures a candidate’s ability to read, understand and act upon written materials.

General Ability Screen
Measures a candidate’s general cognitive ability, based on numerical, inductive, verbal and abstract reasoning.
Why Use CEB Talent Assessment?

CEB Talent Assessment is an important part of our Integrated Talent Management Services. We offer science-based assessments, benchmark data, technology and consultancy services to help organizations assess, select and develop the right people for the right roles. CEB Talent Assessment delivers the following:

- Verifiable business results – through improved hiring and development decisions and greater alignment of people with strategy
- Solutions based on insights and best practices from the most successful companies and the world’s largest source of data on people at work, drawn from 30 million assessment results a year
- Global presence, local flexibility – with assessments adapted for use in every market we serve, delivered in more than 30 languages and 150 countries worldwide
- Over 30 years’ global assessment innovation and expertise
- The experience of working with leading organizations, including over 80% of the Financial Times Stock Exchange (FTSE), 50% of the Global Fortune 500 and over 50% of the Australian Stock Exchange
- Certified to ISO 9001 and ISO 27001 quality management and security standards

CEB Talent Assessment

ASSESSMENTS

- APTITUDE
- PERSONALITY/BEHAVIOR
- KNOWLEDGE & SKILLS
- PERFORMANCE & DEVELOPMENT
- JOB & COMPANY FIT
- CUSTOMIZED SOLUTIONS
- TALENT MEASUREMENT TRAINING
Using the solution has much improved candidate quality and, by screening out up to 30% of applicants before interview, really helps our productivity.

Leading insurance organization
## Overview of Ability Tests

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<th>Idea Generation</th>
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<td><strong>Directors and senior managers</strong></td>
<td>VERIFY*</td>
<td></td>
<td>VERIFY* Verbal Reasoning</td>
<td>VERIFY* Numerical Reasoning</td>
<td>VERIFY* Inductive Reasoning</td>
<td>VERIFY* Deductive Reasoning</td>
<td>VERIFY* Spatial Ability</td>
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<td><strong>AMT Advanced Managerial Tests</strong></td>
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<td>VMT 3 Verbal Analysis</td>
<td>VMT 2 Numerical Analysis</td>
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<td><strong>Managers, professionals and graduates</strong></td>
<td>VERIFY*</td>
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<td>VERIFY* Verbal Reasoning</td>
<td>VERIFY* Numerical Reasoning</td>
<td>VERIFY* Inductive Reasoning</td>
<td>VERIFY* Deductive Reasoning</td>
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<td><strong>MGIB Management and Graduate Item Bank</strong></td>
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<td>VNG 1,2,3,4,5,6 Verbal Critical Reasoning</td>
<td>VNG 1,2,3,4,5,6 Numerical Critical Reasoning</td>
<td>VNG 1,2,3,4,5,6 Inductive Reasoning</td>
<td>VNG 1,2,3,4,5,6 Deductive Reasoning</td>
<td>VNG 1,2,3,4,5,6 Spatial Ability</td>
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<td><strong>Junior managers and supervisors</strong></td>
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<td>VERIFY* Verbal Reasoning</td>
<td>VERIFY* Numerical Reasoning</td>
<td>VERIFY* Inductive Reasoning</td>
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<td><strong>CR18 Critical Reasoning Test Battery</strong></td>
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<td>VC 1.5 Verbal Evaluation</td>
<td>VC 2.5 Interpreting Data</td>
<td>VC 3.5 Diagrammatic Series</td>
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<td><strong>Sales, customer service and call center staff</strong></td>
<td>VERIFY*</td>
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<td>VERIFY* General Ability Screen</td>
<td>VERIFY* Verbal Reasoning</td>
<td>VERIFY* Numerical Reasoning</td>
<td>VERIFY* Inductive Reasoning</td>
<td>VERIFY* Deductive Reasoning</td>
<td>VERIFY* Spatial Ability</td>
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<td><strong>CEAS Customer Contact Aptitude Series</strong></td>
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<td>VCC 1 Verbal Interpretation</td>
<td>VCC 2 Verbal Interpretation</td>
<td>VCC 3 Numerical Interpretation</td>
<td>VCC 4 Numerical Interpretation</td>
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<td><strong>Information technology staff</strong></td>
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<td>VERIFY* Verbal Reasoning</td>
<td>VERIFY* Numerical Reasoning</td>
<td>VERIFY* Inductive Reasoning</td>
<td>VERIFY* Deductive Reasoning</td>
<td>VERIFY* Checking Test</td>
<td>VERIFY* Spatial Ability</td>
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<td><strong>IT TES Information Technology Test Series</strong></td>
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<td>VLT 1 Verbal Reasoning</td>
<td>VLT 2 Numerical Reasoning</td>
<td>VLT 3 Verbal Reasoning</td>
<td>VLT 4 Numerical Reasoning</td>
<td>VLT 5 Spatial Reasoning</td>
<td>VLT 6 Diagrammatic Reasoning</td>
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<td><strong>Administrative and clerical staff</strong></td>
<td>VERIFY*</td>
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<td>VERIFY* General Ability Screen</td>
<td>VERIFY* Verbal Reasoning</td>
<td>VERIFY* Numerical Reasoning</td>
<td>VERIFY* Inductive Reasoning</td>
<td>VERIFY* Deductive Reasoning</td>
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<td><strong>PTB Personnel Test Battery</strong></td>
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<td>VP 1.2a Verbal Usage</td>
<td>VP 2.2a Visual Comprehension</td>
<td>VP 3.2a Numerical Estimation</td>
<td>VP 4.2a Numerical Computation</td>
<td>VP 5.2a Numerical Reasoning</td>
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<td><strong>Technical staff</strong></td>
<td>VERIFY*</td>
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<td>VERIFY* General Ability Screen</td>
<td>VERIFY* Verbal Reasoning</td>
<td>VERIFY* Numerical Reasoning</td>
<td>VERIFY* Inductive Reasoning</td>
<td>VERIFY* Deductive Reasoning</td>
<td>VERIFY* Checking Test</td>
<td>VERIFY* Spatial Ability</td>
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<td><strong>ATS Applied Technology Series</strong></td>
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<td>VTS 1 Following Instructions</td>
<td>VTS 2 Numerical Estimation</td>
<td>VTS 3 Verbal Reasoning</td>
<td>VTS 4 Numerical Reasoning</td>
<td>VTS 5 Spatial Reasoning</td>
<td>VTS 6 Diagrammatic Thinking</td>
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<td><strong>TTB Technical Test Battery</strong></td>
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<td>VT 1.1 Verbal Comprehension</td>
<td>VT 1.2 and 2.2 Technical Understanding</td>
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<td>VT 1.4 and 2.2 Spatial Reasoning</td>
<td>VT 1.5 and 2.2 Deductive Reasoning</td>
<td>VT 1.6 and 2.2 Logical Reasoning</td>
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<td><strong>Semi-skilled staff</strong></td>
<td>VERIFY*</td>
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<td>VERIFY* General Ability Screen</td>
<td>VERIFY* Verbal Reasoning</td>
<td>VERIFY* Numerical Reasoning</td>
<td>VERIFY* Inductive Reasoning</td>
<td>VERIFY* Deductive Reasoning</td>
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<td><strong>Work Skills Series - Manual Dexterity</strong></td>
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<td>WSP 1 Understanding Instructions</td>
<td>WSP 2 Working with Numbers</td>
<td>WSP 3 Verbal Checking</td>
<td>WSP 4 Numerical Estimation</td>
<td>WSP 5 Visual Estimation</td>
<td>WSP 6 Fault Diagnosis</td>
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<td><strong>Work Skills Series - Finger Dexterity</strong></td>
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<td>WSP 1 Understanding Instructions</td>
<td>WSP 2 Working with Numbers</td>
<td>WSP 3 Verbal Checking</td>
<td>WSP 4 Numerical Estimation</td>
<td>WSP 5 Visual Estimation</td>
<td>WSP 6 Fault Diagnosis</td>
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<tr>
<td><strong>WSPP Work Skills Series - Production</strong></td>
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<td>WSP 1 Understanding Instructions</td>
<td>WSP 2 Working with Numbers</td>
<td>WSP 3 Verbal Checking</td>
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<td>WSP 5 Visual Estimation</td>
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<td><strong>WSST Work Skills Series - Transport</strong></td>
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<td>WST 1 Using Information</td>
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All Ability Tests are available in paper and pencil format, with some also available as static online tests. *All Verify tests are available online only.*
A Choice of CEB Talent Assessment Delivery Options:

- **Self-service** – we give you direct access to our online assessments
- **Managed services** – we administer and deliver the assessments on your behalf
- **Customized** – we implement your own in-house system or delivery website, including your own branding if required
- **Integrated** – We integrate our assessment portfolio seamlessly into your chosen recruitment, applicant tracking or talent management system

For more information on how CEB Talent Assessment can help your organization, speak to your account manager or visit us at cebglobal.com/assess.

About CEB

CEB is a best practice insight and technology company. In partnership with leading organizations around the globe, we develop innovative solutions to drive corporate performance. CEB equips leaders at more than 10,000 companies with the intelligence to effectively manage talent, customers, and operations. CEB is a trusted partner to nearly 90% of the Fortune 500 and FTSE 100, and more than 70% of the Dow Jones Asian Titans. More at cebglobal.com.