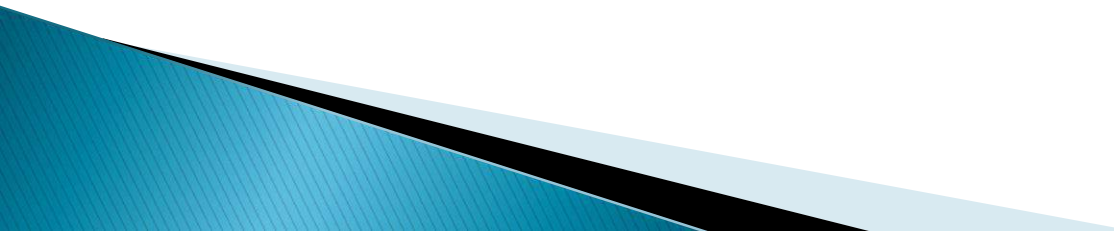


# Unit 2

# Career Preparation and Talent Management

Prepared By–  
Sarita Yadav

# Skill Assessment

- ▶ A skills assessment is an evaluation of an individual's ability to perform a specific skill or set of skills. Usually, it's an evaluation of skills specific to a job or role. Ideally, the assessment captures the level of proficiency for each skill, so you know which participants are new to a skill and which have mastered it.
  - ▶ Skills assessments may be conducted in person and/or online and may take the form of a simulation, test, questionnaire, or observation
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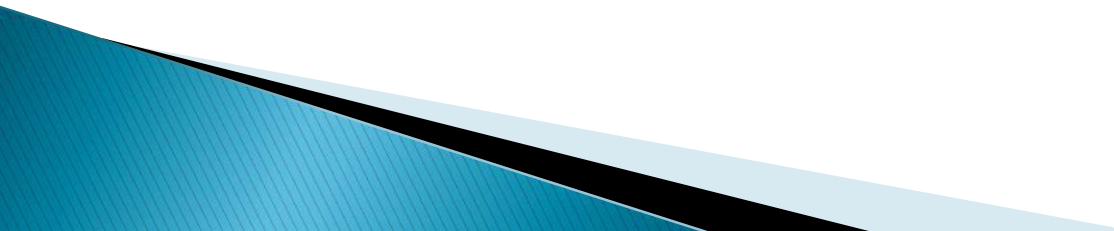
# When to Use a Skills Assessment Test

- ▶ **Recruiting:** a skills assessment test for employment can help hiring managers narrow down the list of candidates to interview or to decide between finalist candidates for an open position.
- ▶ **Career Development:** A jobs skills assessment test can be used to evaluate the performance of current employees, to help confirm that they are strengthening essential skills as they build experience.
- ▶ **Learning and Development:** As employees progress along a learning path, a skills assessment test is a simple, objective checkpoint to ensure that the training is effective.
- ▶ **Rapid Adoption of New Skills**
- ▶ **Reskilling and Upskilling:** many employers are encouraging current employees to learn adjacent or entirely new skill sets to help address a talent gap.

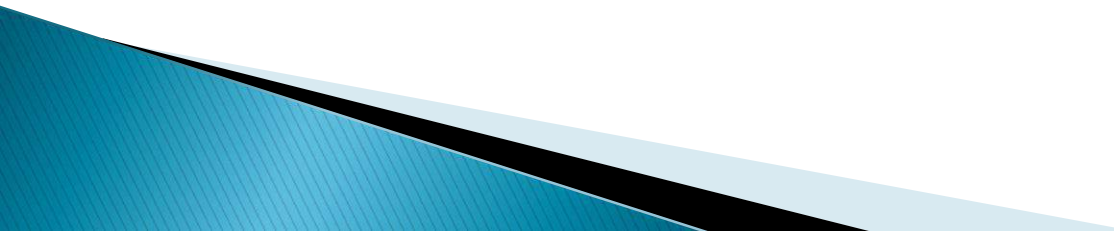
# Benefits of a Skills Assessment

- ▶ Reduce Bias
- ▶ Consistency
- ▶ Personalized Development Plans
- ▶ Measure Progress
- ▶ Employee Engagement
- ▶

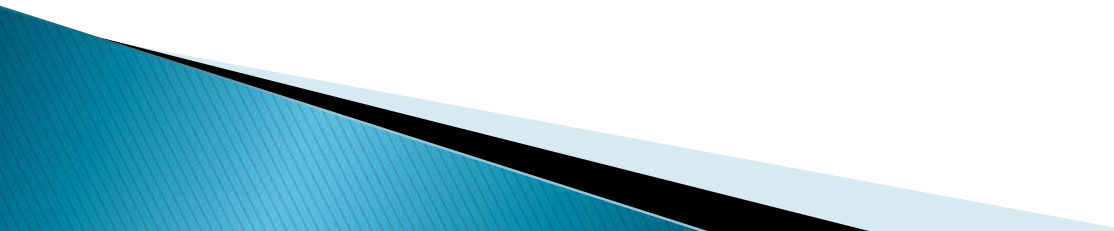
# Key Areas for Self-Awareness

- ▶ Personality
  - ▶ Values
  - ▶ Habits
  - ▶ Needs
  - ▶ Emotions
- 

# How Self-Awareness Makes You More Effective

- ▶ Skill development
  - ▶ Knowing your strengths and weaknesses
  - ▶ Developing intuitive decision-making skills
  - ▶ Stress
  - ▶ Motivation
  - ▶ Leadership
- 

# Practicing This Management Skill

- ▶ Ask somebody
  - ▶ Questionnaires
  - ▶ Seek professional help
- 

# Job Analysis

- ▶ Job analysis is a systematic and detailed examination of jobs. It is the process of collecting information about a job — that is, the knowledge, skills, and the experience needed to carry out a job effectively. The jobholder is supposed to possess job-related knowledge useful to carry out the job easily.
- ▶ According to Edwin B. Flippo – “Job analysis is the process of studying and collecting information relating to the operations and responsibilities of a specific job. The immediate products of this analysis are job descriptions and job specifications.”

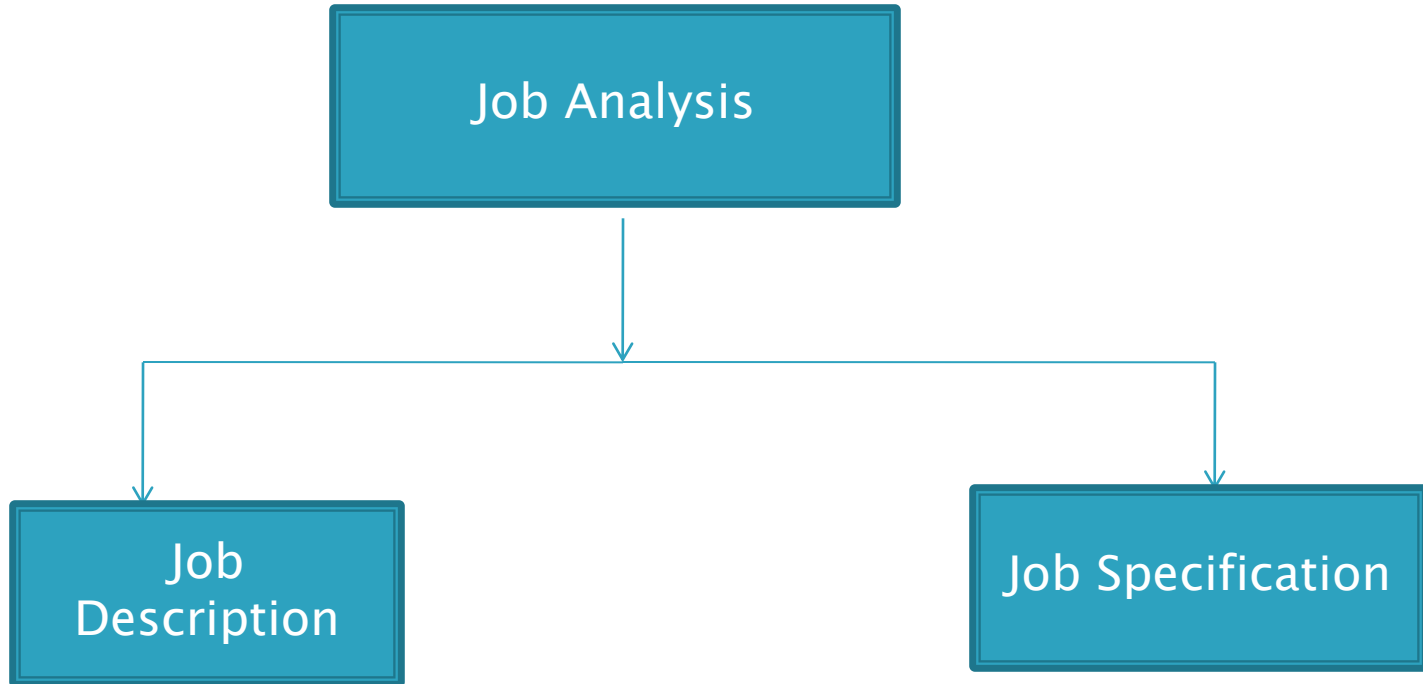




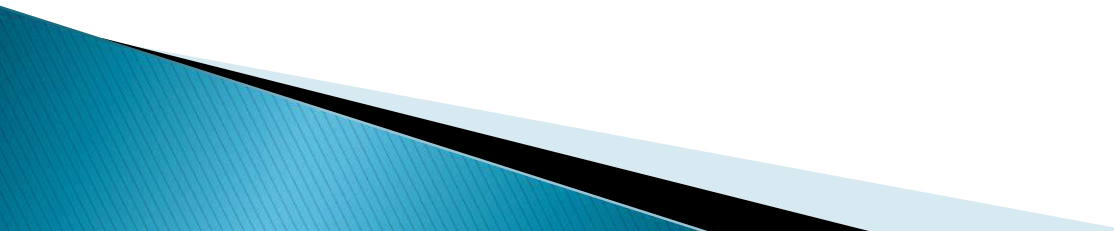
# A job analysis provides the following information

- ▶ Job identification- Its title, including its code number
- ▶ Significant characteristics of a job- Its location, physical setting, supervision, union jurisdiction, hazards and discomforts;
- ▶ What the typical worker does- Specific operation and tasks that make up an assignment, their relative timing and importance, their simplicity, routine or complexity, the responsibility or safety of others for property, funds, confidence and trust;
- ▶ Which materials and equipment a worker uses- Metals, plastics, grains, yarns, milling machines, punch presses and micrometers;
- ▶ How a job is performed- Nature of operation – lifting, handling, cleaning, washing, feeding, removing, drilling, driving, setting up and many others;
- ▶ Required personnel attributes- Experience, training, apprenticeship, physical strength, co-ordination or dexterity, physical demands, mental capabilities, aptitudes, social skills;
- ▶ Job relationship- Experience required, opportunities for advancement, patterns of promotions, essential co-operation, direction, or leadership from and for a job.

# Job Analysis



# Job Description

- ▶ <https://www.youtube.com/watch?v=gEkoR1yKkK4>
  - ▶ Job Title
  - ▶ Job Location
  - ▶ Job Summary
  - ▶ Reporting to
  - ▶ Working Condition
  - ▶ Job Duties
  - ▶ Machines to be used
  - ▶ Hazards
- 

# Advantages and Disadvantages

## ▶ **Advantages of Job Description**

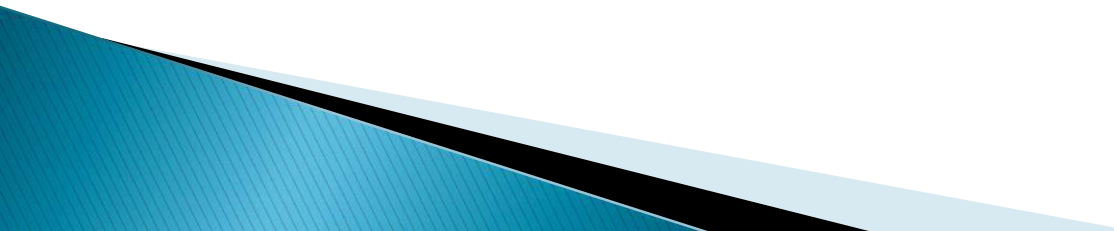
- A job description synchronizes the recruitment and selection process and thereby simplifies the work of the HR department.
- It makes it easy for companies to search for suitable candidates.
- It provides a framework to build the job specification.
- A job description gives a clarification of what the company is about and what it has to offer to the candidates.
- It provides an overview of the open position and also specifies the company's expectations.
- It helps the candidate to get instantly familiar with the workplace environment.

## ▶ **Disadvantages of Job Description**

- A job description does not stay constant; it changes with time and growth of the company.

It outlines only the positive points of a job. The negative aspects are completely ignored.

# Job Specification

- ▶ Qualification
  - ▶ Experience
  - ▶ Training
  - ▶ Skills
  - ▶ Responsibilities
  - ▶ Emotional Characteristics
- 

# Advantages and Disadvantages

## ▶ **Advantages of Job Specification**

- A job specification defines candidate selection criteria. It makes it easy for recruiters to screen resumes of prospective candidates.
- It serves as a benchmark for conducting orientation and training of the employees.
- It helps candidates to find a job that is the best fit for their skills and qualification.
- It helps in performance analysis and appraisal of the candidates.

## ▶ **Disadvantages of Job Specification**

- The job specifications of the company for a particular job may change with change in technology.

Drafting a job specification is a lengthy process; it requires complete understanding and knowledge of the job position.

# Difference between Job Description and Job Specification

	JOB DESCRIPTION	JOB SPECIFICATION
What does it mean?	A job description is the detailed information of the vacant position that states the job title, job location, duties, responsibilities, job role, etc. in a written format.	A job specification is the set of specific qualities, knowledge, and experience the candidate must possess to perform a particular job.
Origin	Based on Job Analysis	Based on Job Description
Elements	Includes job title, job location, job role, salary, responsibilities, duties, allowances, and incentives	Includes attributes, knowledge, skills, experience, and educational qualification
Purpose	Describes the job profile	Specifies the eligibility criteria
What is it?	Company's offerings to the candidate	Company's expectations from the candidate
Use	Used to provide relevant and sufficient information about the job	Used to match the right candidate with the job

# Example

- ▶ **Job Description – Tele Marketing Executive**

- ▶ **About Us**

XYZ Ltd. is an established sales and marketing company with branches across the country. The company has 800 employees and is into B2B sales with clients who are big business firms and corporate leaders.

- ▶ **Job Title:** Tele Marketing Executive

- ▶ **Role:** We are looking for a Tele Marketing Executive for the company. The job requires the candidate to make outbound calls to convert prospective customers into clients. It is an office job, but may require the candidate to travel to different cities.

- ▶ **Duties and Responsibilities**

- ▶ Call prospective customers
- ▶ Influence customers to buy
- ▶ Prepare sales report
- ▶ Handle direct customer inquiries
- ▶ Achieve sales targets
- ▶ Identify prospects and grab new business opportunities
- ▶ Maintain sales record on CRM software

- ▶ **Job Specification – Tele Marketing Executive**

- ▶ **Educational Qualification:** Any graduate/MBA in Marketing or Sales

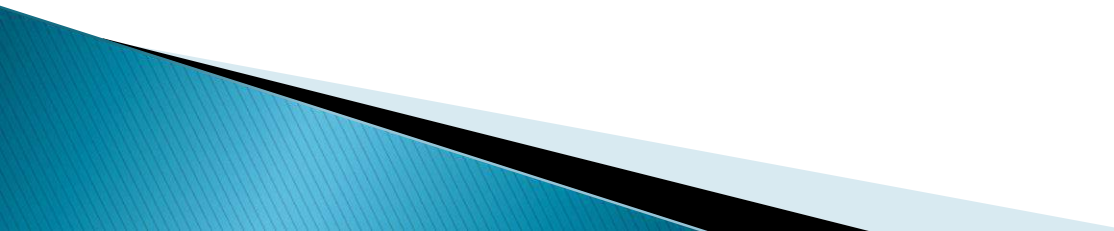
- ▶ **Skills and Competencies**

- ▶ Excellent communication skills
- ▶ Good time management skills
- ▶ Result-driven
- ▶ Ability to work under pressure
- ▶ Persistent
- ▶ Positive attitude
- ▶ Excellent negotiation skills
- ▶ Proactive

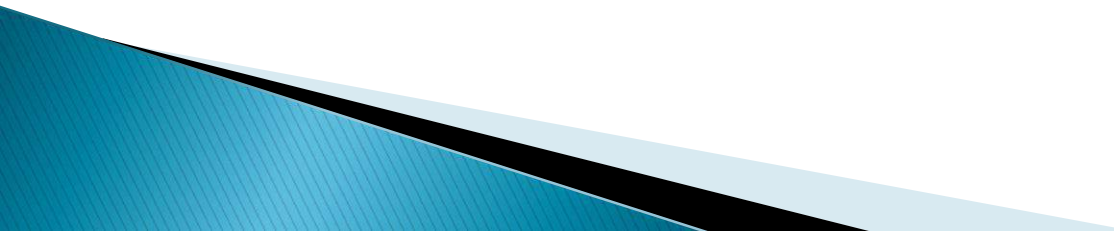
- ▶ **Experience:** 2-1 years of experience in sales or marketing



# Types of Interview

- ▶ Telephone interview
  - ▶ Behavioral interview
  - ▶ Case interview
  - ▶ Panel interview
  - ▶ Stress interview
  - ▶ Quantitative or brainteaser interview
- 

# How to prepare for a job interview

- ▶ Reviewing the job description
  - ▶ Thoroughly researching the company
  - ▶ Thinking about what you will wear
  - ▶ Planning your journey to the interview
  - ▶ Preparing for questions you will be asked
  - ▶ Preparing your own questions for the employer
  - ▶ Following up with the employer
- 

- ▶ [https://www.youtube.com/watch?v=mMXvMf\\_2EKs](https://www.youtube.com/watch?v=mMXvMf_2EKs)
- ▶ How to answer about yourself
- ▶ [https://www.youtube.com/watch?v=ge9QOO\\_F8Tg](https://www.youtube.com/watch?v=ge9QOO_F8Tg)
- ▶ Types of Interview
- ▶ <https://www.youtube.com/watch?v=kibFfoi6bkg>

