

Realistic Job Previews: Informing, engaging and winning best-fit applicants

*Using fun and engaging questionnaires
to drive candidate interest*

A Realistic Job Preview created by cut-e:

Realistic Job Previews (RJPs) provide a great way for potential applicants to find out if they are suited to the roles at your organisation or within your industry. A Realistic Job Preview created by *cut-e*:

- provides an interactive and fun learning experience – available on smartphone, tablet or desktop
- informs candidates about their suitability for the role and the organisation
- encourages those aligned with your culture and values to apply

How does a Realistic Job Preview work?

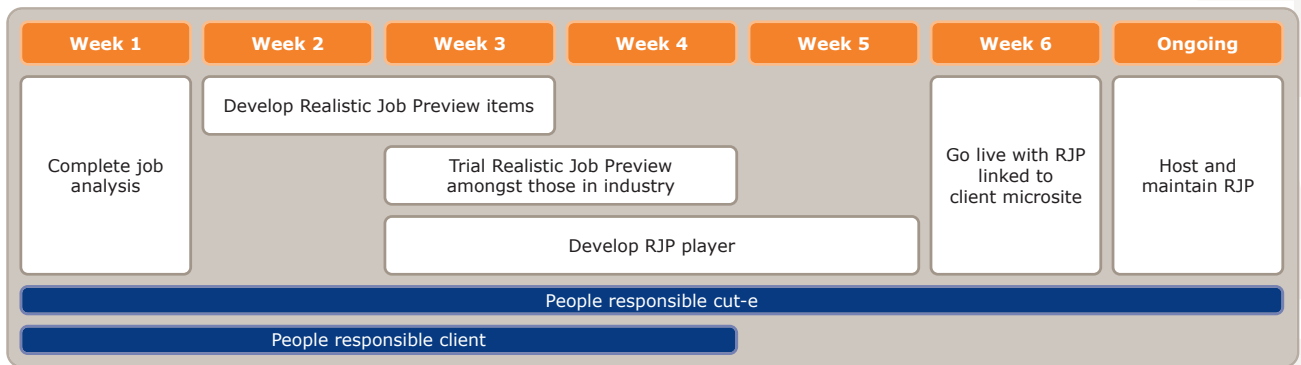
Potential candidates are presented with typical on-the-job scenarios and asked: What would you do in this situation? Feedback is provided immediately, and tailored to the response given by the person. The potential applicants not only learn about the day-to-day challenges and tasks of the role, but also find out if there is a good fit between the job and what they want to do. Those interested will be more motivated to apply – and you will have started to engage with them early on in the recruitment process.

Why implement a Realistic Job Preview?

Recruitment and hiring is becoming more candidate-centric. It matters to applicants where they work and what the culture is like. A Realistic Job Preview has several tangible benefits:

- An RJP offers potential applicants the opportunity to gain a quick insight into life within a job role or sector so they can make an informed choice whether to go further or to apply. If this is the case, you know your applicants will have a realistic expectation of the job and are likely to have a better fit with the company.
- A Realistic Job Preview influences retention (Barrick & Zimmerman): applicants who have a better understanding of a job tend to stay longer.
- An RJP saves time and resources for both you and the applicant: it allows large volumes of candidates to self-assess and decide whether to apply. Case studies show that use of Realistic Job Previews increases the number of more suitable applicants.
- A Realistic Job Preview improves the candidate experience: in many businesses every potential applicant is also a potential customer. A positive and fun interaction leaves a great impression of your company.

The cut-e RJP process and timeline



Developing RJPs with cut-e

Developing a Realistic Job Preview requires close working between the assessment designer and the organisation. It takes skills and expertise to capture what makes the job and culture unique and appealing to the right people – and to then turn that into a fun and engaging set of questions with immediate and honest feedback.

Step 1 – Complete job analysis: We help you identify what matters in the job and what characteristics make for success. We do this by working with current job holders, interviewing managers about performance ratings, and talking with other stakeholders to ultimately define what scenarios are typical and the behaviours and skills required.

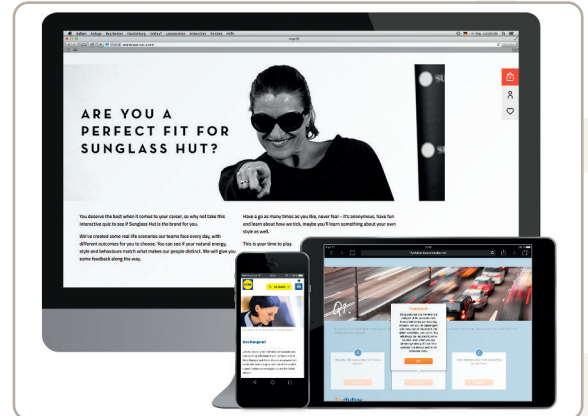
Step 2 – Develop the Realistic Job Preview items: Using the information and scenarios developed during the job analysis, we design, test, amend and retest the question items so that they are realistic for your industry.

Step 3 – Trial the Realistic Job Preview amongst those in your organisation and industry: Gaining acceptance is achieved by capturing reality. Reality testing is done by those who know best.

Step 4 – Develop the RJP player: The technology supporting the content needs to be state-of-the-art, mobile-ready and fair. Of course, your brand is reflected in the look and feel of the screens themselves, using your language, images and logo. *cut-e* has a wealth of experience and expertise in making it happen within set time frames.

Step 5 – Go live with RJP linked to your microsite: Interfacing our technology with your web and HR systems is one of our areas of speciality. Check out our technical integration expertise.

Step 6 – Let *cut-e* host and maintain the RJP: you want to be sure that your RJP is online and accessible at all times for your potential applicants, and is updated as technology evolves. We take care of all this for you.



examples of a RJP by cut-e

Companies who use Realistic Job Previews by *cut-e*:



cut-e is a world leader in the design and implementation of innovative online tests and questionnaires for recruitment, selection and development. *cut-e* helps companies identify people with the right capabilities and cultural fit to deliver optimal business results. *cut-e* carries out over 12 million assessments per year in over 70 countries and 40 languages.

