An innovative way to support employability skills in student recruitment

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Agenda

- Who we are
- Employability skills
- PwC and Student Recruitment
- Our challenges
- Our solution
- How did we do it?
- Q & A
What we do

“As professional advisers we help our clients solve complex business problems and aim to enhance their ability to add value, manage risk and improve performance.”

Our business areas:

- Consulting
- Tax
- Actuarial
- Technology
- Deals
- Assurance

And also as part of the PwC network:

PwC Legal LLP

March 2015
PwC facts

Number 1 in The Times Top 100 Graduate Employers survey for a record-breaking 11 years

4th place in Rate My Placement awards beating our key competitors

Over 1,800 employees volunteered in the ‘One Firm One May’ programme

Over 1,200 graduates and school and college leavers joined us in 2014. And over 700 joined on a work experience programme.

Four wins at the Management Consultancies Association (MCA) Awards

Audit 39% of the FTSE 100 and 24% of FTSE mid 250

15th position in the Times Best Big Companies to work for 2014 (highest of the Big Four)

We’ve been named as one of The Times Top 50 Employers for Women for the last three years in a row.
What are employability skills?

• The skills that a student has developed that can be transferred to the workplace

• Experiences they may have gained:
  o Working in a bar, restaurant or shop
  o Being part of a sports team
  o Doing charity work
  o Being involved in clubs/societies

• Employability skills are also referred to as transferable skills or attributes
PwC and Student Recruitment

- Over 1,600 student joiners in our 2014 intake
- Offered over 1,400 Graduate, Undergraduate and School leaver roles so far in 2015
- Voted Times Top 100 Graduate employer for 11 consecutive years
Our challenges

- Significantly large volume of online testing
- Large volumes of interviews conducted
- How do we provide adequate candidate support which can reach a diverse pool of candidates?
- How can we develop student capability?
- How do we do this in an engaging and informative way?
Current market

- Increased tuition fees
- Psychometric testing
- Competency based interviews
- Candidate time
Considerations

- How would candidates access the tool?
- Technology – size, format, location
- How would we create learning?
- Should this be PwC specific?
- Who is the end user?
- Budget
Our solution

- Created learner-centred online tools which empower and engage students.
  - Utilised technology that is accessible
  - Informative and factual
  - Concise, direct coaching style
  - Adopted videos, short quizzes and practice questions to support knowledge acquisition
  - Content that can be extracted and used in isolation
  - Usability
  - Develop a tool that is useful for individuals not directly applying to PwC!
Interview e-learn pwc.co.uk/careers/elearn

Watch our face-to-face interviews

Simon
- Watch his recent interview where he covers customer service.

Sonia
- Watch her recent interview where she answers questions on team working.

Jessica
- Watch her talking about when she managed a project during a recent interview.

Watch the analysis
- Introduction
- Body Language
- Content
- Delivery

Listen to our telephone interviews

Amit
- Listen to him talking in a recent interview about how he builds relationships.

David
- Listen to his recent interview where he outlines his approach to innovation.

Emma
- Listen to her talking about learning from herself and others in a recent interview.

Listen to the analysis
- Introduction
- Content
- Delivery
- Summary

How to prepare

The STAR technique is a way to help you structure your response, in any interview:
1. Situation: Tell the story.
2. Task: Explain what you did.
3. Action: What actions did you take?
4. Result: Explain what the outcome was.

Tips
Remember to use the STAR technique to structure your answer during an interview.
Psychometric e-learn pwc.co.uk/careers/elearn

Psychometrics

What are psychometric tests?

So what exactly are psychometric tests? The word psychometric comes from two Greek words, psyche and metrik, which when broadly translated means 'measurement of the mind' (Psychometrika! No not the F1!).

In its broadest terms, psychometrics is an aspect of psychology that looks at the design, administration, and interpretation of quantitative tests so that specific psychological variables such as intelligence, aptitude, motivation and personality can be measured.

Put simply, this means that in a way of measuring someone’s skills, abilities or personality, according to a defined set of criteria that a company has identified as important when evaluating potential new hires.

The two most common types of psychometric assessment are:

- Ability Tests
- Personality Questionnaires

Hints and tips

Our e-learn has given you an opportunity to practice answering psychometric assessment questions. We’ve provided some guidance to help you become familiar with your skills. Here are some quick reminders and a few more hints and tips:

1. If you’re completing psychometric online, make sure you’re not interrupted e.g. turn off your phone and ask people around you (if you wouldn’t be distracted), so that you can perform at your best.
2. Do your best to read all the questions and answer them without missing any.
3. Take your time to work through the practice questions to make sure you fully understand what is being asked of you.
4. If you’re unsure of what to do during an assessment day, don’t be afraid to ask the test administrator questions.
5. Work quickly and accurately—remember you’ll be timed when completing verbal, numerical or deductive reasoning tests.
6. If you’re not sure of an answer, mark your best choice but avoid guessing.
7. If you’re applying to PwC, make sure you understand the selection process and what assessments you’ll be asked to complete. If you’re not sure, please visit our Careers page.
8. If you’d like to explore other tests in our employability suite please visit PwC Competencies.
Outcomes

• Feedback from candidates
• Careers services
• Wider impact
Thank you