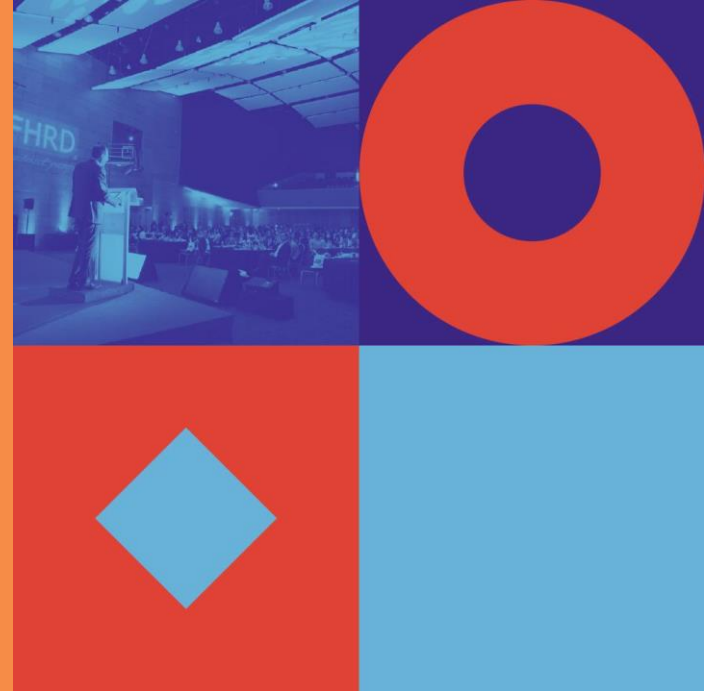


WORKSHOP

Employer branding and selection with Emotional Intelligence

Maria-Caterina Capurro
Coach, Trainer & Consultant - PeopleSmart



Revitalising HR
Leveraging Employer Branding

Your PeopleSmart Team



- **Chris Pether**
- Founder & Managing Director
- Expert in career recruitment, talent development, and HR management
- Background in Law
- **My mission: Supporting people and organisations to evolve**



- **Maria Caterina Capurro**
- Executive & Team Coach, Training Designer & Facilitator, AC&DC Designer & Assessor, GENOS Master Trainer, Author
- Background in Psychology and Political Science
- **My mission: Help leaders and teams shine**



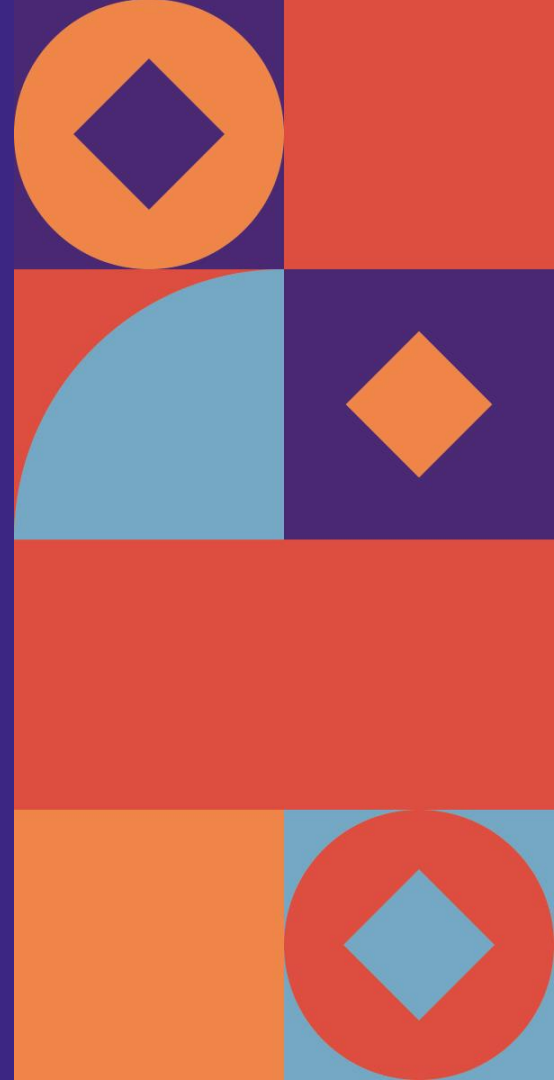
- **Maria Christina Mantelou**
- Project Manager
- Background in linguistics, translation & video editing
- **My mission: Connect people and cultures**

Workshop Objectives

- Defining Emotional Intelligence
- Considering its relevance for Selection
- Introducing the GENOS Model of E.I for Selection
- Gaining an overview of the key features of the GENOS Report for Selection



What is Emotional Intelligence



Icebreaker

- How would you define Emotional Intelligence?

Emotional Intelligence is the ability to ...

- Sharing in the plenary

Emotional Intelligence is the ability to:

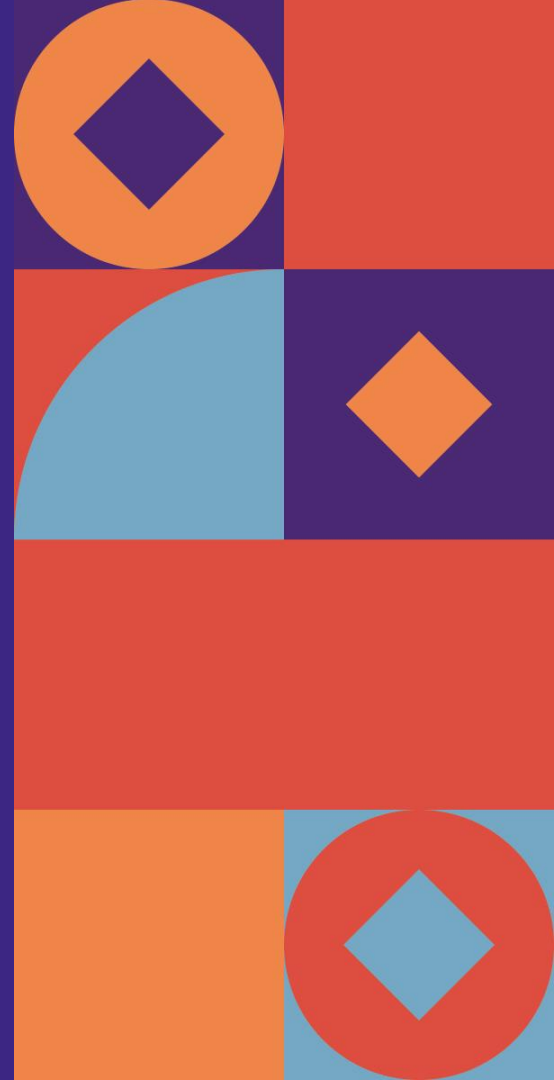
- Perceive
- Understand
- Express
- Reason with
- Manage emotions within oneself and others





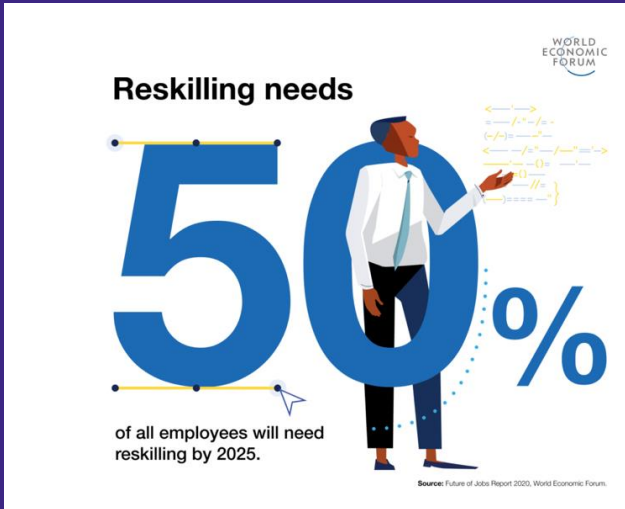
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The relevance for Selection



Correlation with workplace dimensions

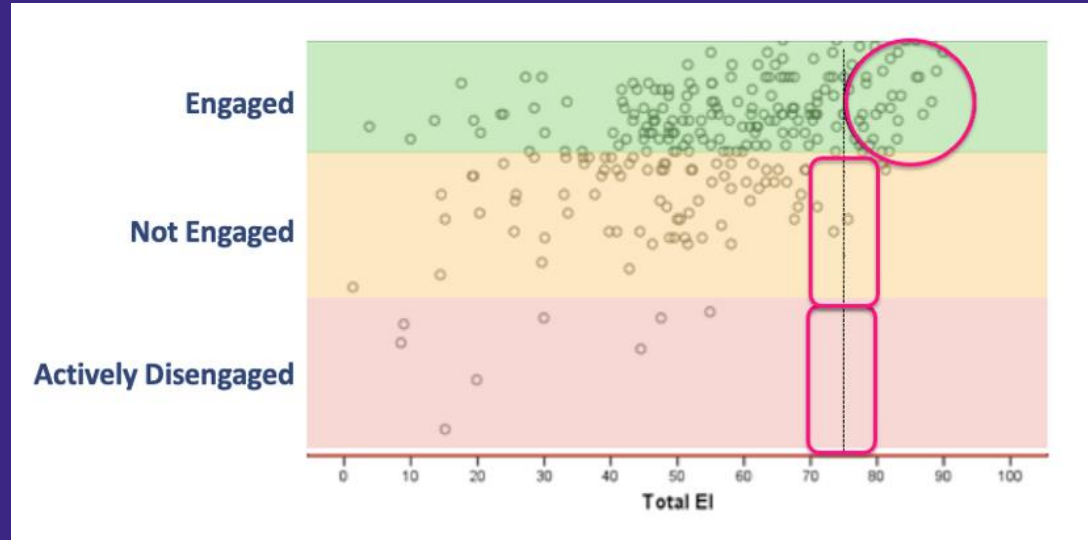
- Published psychometric studies have shown that scores on the GENOS assessment for selection correlate with important workplace dimensions
- The higher people score on the GENOS scales, the higher they tend to score on assessments that measure:
 - **Workplace performance**
 - **Leadership effectiveness**
 - **Sales and customer services**
 - **Resilience**
 - **Teamwork**
 - **Engagement**



- **The World Economic Forum** recognized E.I skills among the top 10 that are needed for success
- In the last Report issued in 2020, they pointed to Resilience, Stress tolerance, and Flexibility
- It is demonstrated that people with high E.I tend to feel less stressed, cope with change and challenges more flexibly, and display greater resilience

Employee Engagement

- Emotional Intelligence scores of leaders and employees is a direct predictor of **employee engagement**



E.I I.Q & Personality

- Research shows that **Emotional Intelligence** is responsible for about **20 to 35%** of the variation of typical performance in any job
- **IQ** is responsible for about **20 to 25%**
- **Personality** is responsible for about **10 to 15%**



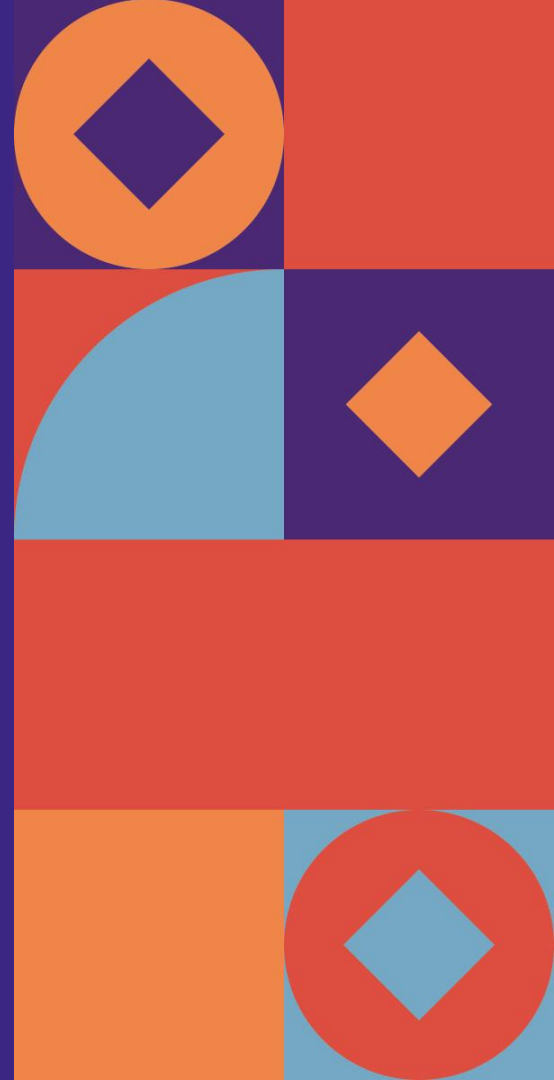
Research shows that for jobs of all kinds,
emotional intelligence is twice as important
an ingredient of outstanding performance as
cognitive ability and technical skill combined.

Daniel Goleman

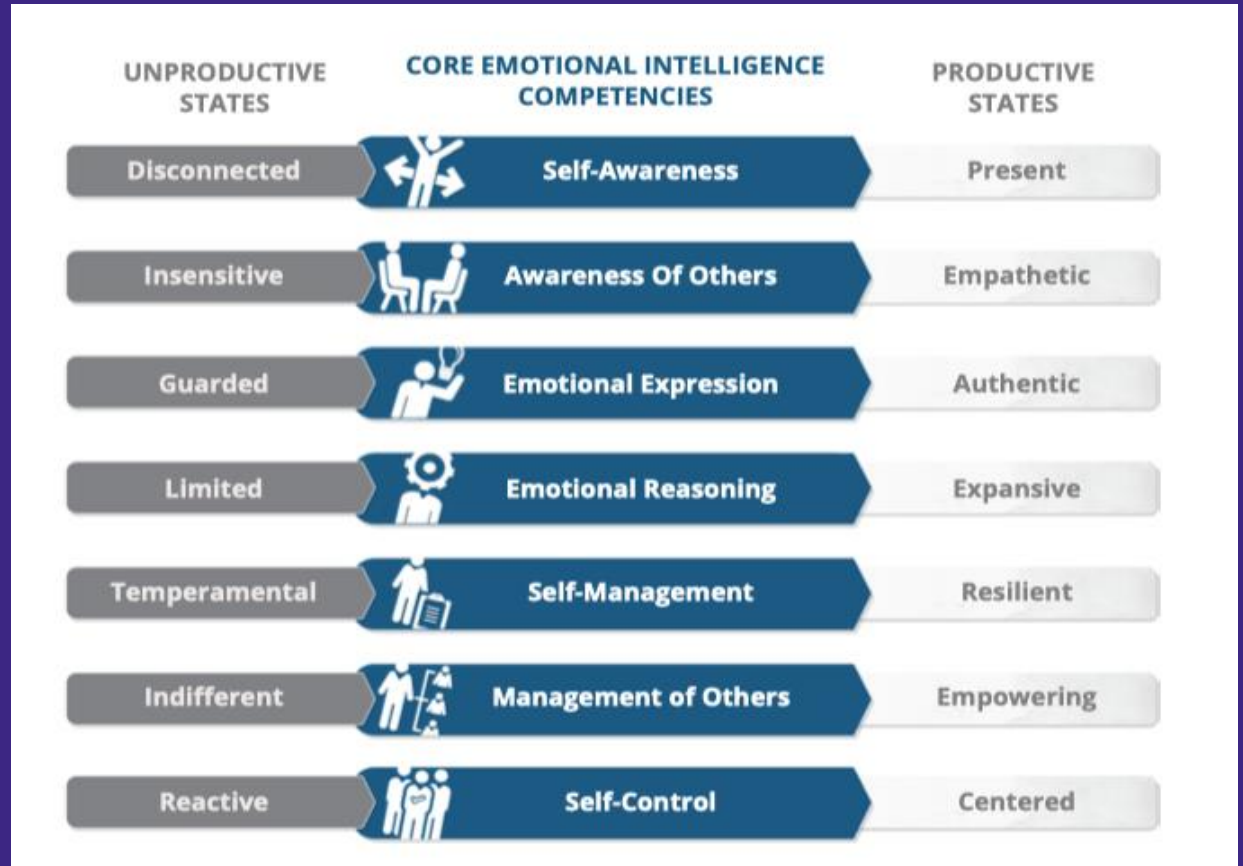


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The GENOS Model for Selection



The Model



Activity

- Please form small groups with people sitting next to you or in front of you (max 5 people)
- Refer to the competency on the handout we left on your chair
- Briefly discuss and share in the plenary **one key workplace outcome** related to that competency that may be critical to predict performance and impact positively on your company's reputation

Workplace outcomes examples

E.I Competency	Workplace outcomes
Emotional Self-awareness	Understanding when one's own emotional state is not effective
Emotional Awareness of others	Recognizing when others need support
Emotional Expression	Creating a feedback culture
Emotional Reasoning	Gaining others' views when making a decision
Emotional Self-management	Finding positive ways to bounce back from a setback
Emotional Management of Others	Helping others to feel differently about difficult situations
Emotional Self-control	Thinking clearly when things do not get done as planned

The GENOS assessment

- In the GENOS assessment **10 behaviours measure each of the 7 E.I competencies**
- In addition, there are **12 items designed to detect socially desirable responses**

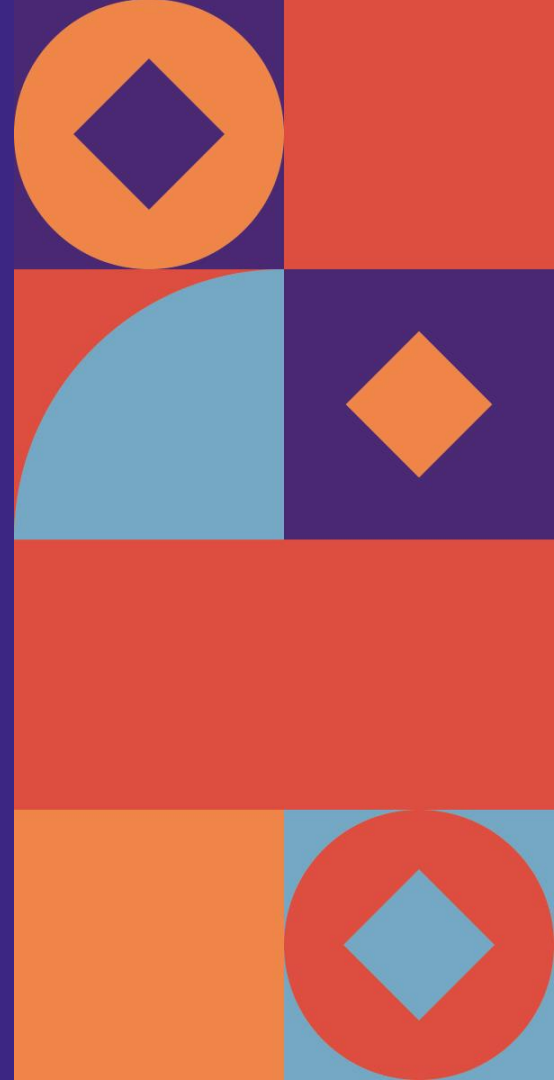
The validity indices

- **Inflation** - provides insight into whether the candidate tends to have an overly inflated view of their ability
- **Manipulation** – provides indication of any conscious attempt to misrepresent their responses to achieve more desirable scores
- **Inconsistency** – allows the system to evaluate whether the candidate responded to similar items in a consistent fashion

Benchmarking information

- Comparative group – 4775
- Males 47.1% - Females 52.9%
- Mean age 33.91 years
- 48% of the group degree qualified or higher
- 57% of the group in managerial roles
- Top 3 professions: Sales, Marketing, Advertising

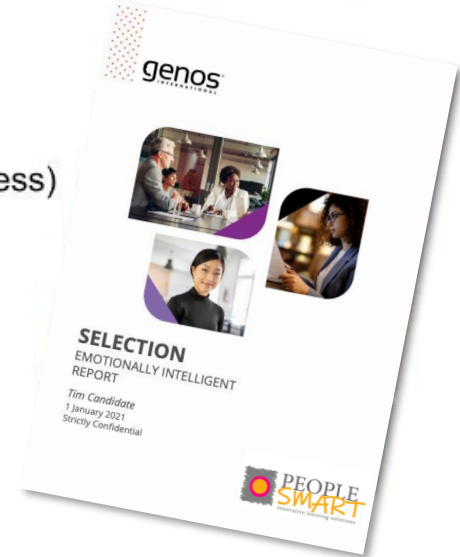
The GENOS E.I Selection Report



The Report

The Genos EI Selection Report

- Not for the individual
- Should be used by the 'hiring stakeholder'
- Overviews (model, process)
- Scores
 - summary
 - for each skill
 - 3 lowest scoring items
- Interview
 - questions
 - scoring
 - summarise



The MTS Interview Model

- **Mindset** – two questions explore the knowledge the candidate has of that scale, what they understand of it
- **Toolset** – two questions look at what the person has done to put that scale into practice
- **Skillset** – two questions look at what skills the candidate has developed and what outcomes can they speak of having generated



Positive work environments
outperform negative work
environments.

Daniel Goleman

 quotefancy

