Marketing Specialist

Emma Richards Applied emma.richards@gmail.com 1996-01-31 **EMAIL DATE OF BIRTH** 123456789 **PHONE GENDER** Female www.linkedin.com/in/emmarichards Rotterdam, Netherlands CITY, COUNTRY LINKEDIN Cognitive assessments Screening questions Skills, education & experience Behavioural assessments Summary Cognitive assessments Cognitive flexibility Preferred work environment Likely to follow schedules and deadlines well to maintain productivity. (2) Somewhat habitual Might struggle with adapting to and (1) Very habitual (5) Very flexible Structured, struggle with uncertainty, tolerating change. Adaptable, tolerant towards changes, can focus on a single task at a time can take multiple point of views Might handle situations that require Problem solving ability How someone thinks instant responses better than those that (2) Somewhat low ability require planning. (1) Very low ability (5) Very high ability Might struggle with correctly analysing Accurately identify problems and Struggle with accurately analyzing evaluate alternative solutions and solving problems information relevant for a problem. Knowing how someone approaches their work tells you Behavioural asse how they will complete a task, helping you to not only coach this person but also to know what to expect. Likely to thorougly analyze the problem Problem solving style How someone works before making a move to solve it. (1) Very systematic (1) Very systematic (5) Very intuitive Might overthink ill-defined problems that Analyze problems before making a Prioritize instincts, prefer trial-andlack clear structures. error and solution testing move, prefer step-by-step plans How someone works Might be good at balancing speed and Speed/accuracy trade-off accuracy based on tasks and people. (3) Neither speed nor accuracy oriented Might struggle with tasks that require too (1) Very speed-oriented (5) Very accuracy-oriented much scrutiny or time pressure. Work well under time pressure, can Detail-oriented, like to take time to get work done swiftly complete tasks accurately Likely to value common goals over Collaboration How someone interacts personal goals. (4) Somewhat collaborative (1) Very individualistic (5) Very collaborative Might struggle with independent Self-motivated, work efficiently and Value common goals over personal decision-making. goals, easily share information effectively at an individual level **Screening questions ■** Why do you want to apply to our company? I think I'd be a great fit. Do you have a EU residence permit?* No Yes ☑ On which days can you come to the office? Monday Tuesday Wednesday Thursday Friday • What is your preferred work situation? Hybrid Office Remote

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cognitive assessments, candidates do not have a good or bad score in behavioural assessments. Knowing how someone

approaches their work tells you how they will complete a task, helping you to not only coach this person but also to know what to expect.

Problem solving style How someone works

The Ferry game also measures candidates' problem-solving styles, which can differ based on the information available for the problem, the time they spend on planning or whether they like to test multiple solutions before deciding on which solution is the optimal one. Learn more

(1) Very systematic Analyze problems before making a move, prefer

(5) Very intuitive Prioritize instincts, prefer trial-and-error and solution testing

This candidate is a lot more systematic than average.

Strengths & challenges

step-by-step plans

- More likely to analyse the whole problem before making a move to solve it, and to approach problems with deliberate thinking.
- More likely to follow a step-by-step plan when solving problems.
- Have a tendency to evaluate their problem solving process and adjust future behaviour accordingly.

Tasks that might & might not fit

- Organizing information
- Planning and prioritising tasks
- Evaluating available problem solving strategies before approaching a problem/task
- i) What can you ask candidates during the interviews?
- Might overthink ill-defined problems that lack clear structures and goals instead of trying out different approaches.
- unstructured problems.

Might face difficulties with time constraints when solving very complex or

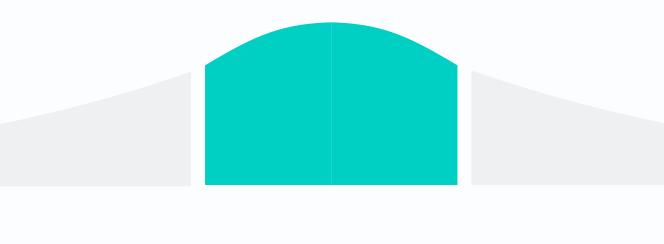
- Solving unclear problems
- Implementing trial-and-error
- Responding to problems instantly and instinctintly

Team and company comparison

	VERY SYSTEMATIC	SOMEWHAT SYSTEMATIC	AVERAGE	SOMEWHAT INTUITIVE	VERY INTUITIVE
Emma Richards	•				
Marketing team	0/0 (0%)	0/0 (0%)	0/0 (0%)	0/0 (0%)	0/0 (0%)
Equalture company	4/10 (40%)	1/10 (10%)	3/10 (30%)	2/10 (20%)	0/10 (0%)
					1

Speed-accuracy tradeoff How someone works

The Bird Spotting game measures speed-accuracy trade-off, i.e. whether a person is more speed inclined or accuracy inclined when completing a task. Learn more



(1) Very speed-oriented Work well under time pressure, can get work done in a short amount of time

(5) Very accuracy-oriented Detail-oriented, like to take time to complete tasks accurately

This candidate values speed and accuracy equally.

Strengths & challenges

- May be good at balancing speed and accuracy, based on the tasks and people they are dealing with.
- Don't have a clear preference for speed or accuracy, which can be beneficial if they manage to adapt their approach to the task.
- Might occasionally need time to refocus to avoid making mistakes after being interrupted.
- Could occasionally make mistakes to get work done faster.
- Might occasionally take shortcuts in order to reach productivity.

Tasks that might & might not fit

Team and company comparison

- Prioritizing time or precision based on task demands
- Working under very strict time pressure Scrutinising tasks and information
- i) What can you ask candidates during the interviews?

	VERY SPEED-ORIENTED	SOMEWHAT SPEED- ORIENTED	AVERAGE	SOMEWHAT ACCURACY- ORIENTED	VERY ACCURACY- ORIENTED
Emma Richards			•		
Marketing team	0/0 (0%)	0/0 (0%)	0/0 (0%)	0/0 (0%)	0/0 (0%)
Equalture company	4/10 (40%)	1/10 (10%)	3/10 (30%)	2/10 (20%)	0/10 (0%)
				0%	100%

Collaboration How someone interacts

sharing, and learning. Learn more

The Pitch game measures candidates' tendency to display collaborative behaviours and the three main dimensions of collaboration, which are team support, information

(1) Very individualistic

Self-motivated, work efficiently and effectively at an individual level

(5) Very collaborative Value common goals over personal goals, easily share information

This candidate is a somewhat more collaborative than average.

Strengths & challenges Tendency to value common goals over personal goals.

- More likely to ask for help and feedback from team members, and adjust
- their behaviours based on feedback.
- Have respect and tolerance towards differences in opinions and mistakes.
- Tasks that might & might not fit
- individual level. Might struggle with independent and instant decision-making.
- Might prioritise group harmony over efficient processes too much/often.

Might face challenges when it comes to productivity and growth at an

Performing tasks that are centered around teamwork

- Managing different opinions from different people
- Communicating with/managing teams

i) What can you ask candidates during the interviews?

- Taking initiative
- Performing tasks that require creativity and a high level of self-motivation

Making decisions independently and working on tasks individually

Team and company comparison

	VERY INDIVIDUALISTIC	SOMEWHAT INDIVIDUALISTIC	AVERAGE	SOMEWHAT COLLABORATIVE	VERY COLLABORATIVE
Emma Richards				•	
Marketing team	0/0 (0%)	0/0 (0%)	0/0 (0%)	0/0 (0%)	0/0 (0%)
Equalture company	4/10 (40%)	1/10 (10%)	3/10 (30%)	2/10 (20%)	0/10 (0%)
				i 0%	100%

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Screening questions Cognitive assessments Skills, education & experience Behavioural assessments Summary

Cognitive assessments include questions designed to assess candidates' potential to use cognitive abilities and solve complex problems or acquire new knowledge. Scoring on the lower or higher ends of the continuum is an indication of very high or very low ability.

Cognitive flexibility Preferred work environment

The Racer measures cognitive flexibility, which refers to how flexibly we can adapt our thoughts and behaviours to new and unexpected situations in a constantly changing environment. It can reflect a person's work approach when it comes to creativity, decision-making style, multi-tasking, and more. Learn more

(5) Very flexible (1) Very habitual Structured, struggle with uncertainty, can focus Adaptable, tolerant towards changes, can take on a single task at a time multiple point of views

This candidate is somewhat more habitual than average.

Strengths & challenges

- More likely to benefit from a structured workflow.
- More likely to prefer well-planned projects.
- Likely to follow schedules and deadlines well to maintain productivity.

Tasks that might & might not fit

- Structuring tasks
- Focusing on a single task at a time
- Working with a stable, well-planned schedule
- 1 What can you ask candidates during the interviews?

- Might struggle with uncertainty and need more time to adapt to sudden changes.
- Might have difficulties with taking different points of view.
- More likely to persist with the same strategies even when the environment or task demands have changed.
- Fast-paced and changing environments
- Working with multiple teams and departments
- Managing several tasks simultaneously

Team and company comparison

	VERY HABITUAL	SOMEWHAT HABITUAL	AVERAGE	SOMEWHAT FLEXIBLE	VERY FLEXIBLE
Emma Richards		•			
Marketing team	0/0 (0%)	0/0 (0%)	0/0 (0%)	0/0 (0%)	0/0 (0%)
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				i 0%	100%

Problem solving ability How someone thinks

The Ferry game provides insights about candidates' overall problem-solving ability, specifically focusing on planning skills. Planning can be simply defined as the ability to consider the effectiveness of future actions or deliberately choosing the correct actions to fulfil a task or reach a specific goal. Learn more

(1) Very low ability Struggle with accurately analyzing and solving problems

(5) Very high ability Accurately identify problems and evaluate alternative solutions

This candidate has a somewhat low problem solving ability.

Strengths & challenges

- More likely to be good at tasks that require instant and instinctual responses rather than thorough planning.
- Might struggle with correctly analysing the information necessary to solve problems, as well as coming up with alternative solutions.
- Might be less capable of breaking a problem into manageable steps and prioritising those steps.
- Might feel overwhelmed when asked to mentally plan tasks before executing.
- Tasks that might & might not fit
- Solving non-complex problems

Performing repetitive tasks

- Tasks that require more interaction and communication with others
- Developing plans and strategies

Solving complex problems

- Making strategic decisions
- 1 What can you ask candidates during the interviews?

Team and company comparison

	VERY LOW ABILITY	SOMEWHAT LOW ABILITY	AVERAGE	SOMEWHAT HIGH ABILITY	VERY HIGH ABILITY
Emma Richards		•			
Marketing team	0/0 (0%)	0/0 (0%)	0/0 (0%)	0/0 (0%)	0/0 (0%)
Equalture company	4/10 (40%)	1/10 (10%)	3/10 (30%)	2/10 (20%)	0/10 (0%)
				i 0%	1009