

SWAYAM ANALYTICS PVT. LTD.

स्वायाम



PERSONALITY DECODED

Psychometric Personality Assessment Platform for Recruitment & HR Development

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Improving Employee Retention & Engagement through Comprehensive Psychometric Analysis

A Case Study on DESHPANDE STARTUPS

Deshpande Foundation

- Founded by Jaishree and Gururaj 'Desh' Deshpande, supporting sustainable social and economic impact through innovation and entrepreneurship.
- Focus on innovation and entrepreneurship in the United States, Canada, and India.
- Envisions an inclusive environment for entrepreneurial aspirations, with free and full access to their start-up ecosystem.
- Aims to create economic and social impact through deep innovation and understanding audience relevance.

CHALLENGES

- Understand physiological and psychological traits of Leaders & Managers.
- Identify stress factors.
- Analyze leadership styles.
- Assess Leader & Manager competencies.
- Identify employees at-risk of attrition.
- Identify high-potential employees.
- Develop retention and engagement strategies.

- Administer appropriate Leader & Manager growth assessments based on years of experience.
- Provide individualized reports on personality, competencies, and stress levels.
- Conduct comprehensive analysis.
- Identify employees at risk of attrition.
- Identify high potential employees and strategies to retain them.
- Submit a comprehensive group analysis report.
- Provide retention and engagement strategies.

- The Leaders & Managers at Deshpande startups were administered appropriate growth assessments.
- Honest/manipulated/confused answering by employees were identified.
- People, Self and Business competencies were analysed and their levels of functioning were provided.
- Report includes caution and growth areas, as well as curated resources to enable growth.
- Group analysis report was submitted to the head of the institution.
- Discussions were held to provide an in-depth understanding of all aspects of the group analyses.

For Employees

- Detailed analysis of overall personality traits.
- Identification of strength and development areas.
- Employees with specific learning & training needs were provided.
- High-level understanding of employees which would help them in L&D suggestions
- Competency analyses under People, Self, and Business categories.

For Employers

- Group analysis report for management.
- Competency analyses of all employees.
- Identification of learning & training needs.
- Analysis of employees at risk of attrition.
- Identification of Hi-Po employees and strategies retain them.

RESULTS DELIVERED – TO EMPLOYERS

- An analysis of employees at risk of attrition was provided, along with identifying high-potential employees, key motivators of employees, other areas they have good performance potential in, along with strategies to retain employees.
- These analyses helped Deshpande Startups identify employees who could take on higher levels of leadership roles in the organization in the future. The different training needs were identified. Key motivators for each employee were provided which informed the management of policies that could be instituted to retain high performing employees as well to ensure a more engaged workforce.
- This helped Deshpande Startups to identify which of the Leaders and Managers could be nurtured and trained to take on higher roles within the organization for their succession planning.

<https://youtu.be/cgcJ70Tlab4>

Getting this analyses within the first month of joining Deshpande Startups as the CEO would have saved me 6-9 months of time spent in understanding my team!

–Dr. Aravind Chinchure, CEO Deshpande Startups

CONCLUSION

By implementing a psychometric assessment process, Deshpande startups was able to gain valuable insights about understand their employees, gain valuable insights about their Leaders and Managers, their L&D requirements, ultimately leading to improved organizational performance.

Based on the success of this initiative, it is recommended that Deshpande Startups continue to invest in training programs and regularly assess their employee needs to ensure continued growth and success.

ABOUT SWAYAM

Swayam is the result of over 24 years of experience and 12 years of pre and post-doctoral research by our Founder-Director, Dr. Shilpa Datar.

Our tests have been used by national and international universities for research in human behavior and have been presented at prestigious forums like Bank of America Merrill Lynch. They are accredited by the Indian Institute of Business Psychology.

Swayam tests are the only ones in the world analysing physiological, psychological & ethical aspects of behaviour making it holistic, in-depth, and comprehensive while offering unparalleled accuracy in decoding behaviour.

Our reports have a minimum accuracy of 80%, providing organizations with reliable data to make critical decisions confidently, saving time, money, and effort.

THANK YOU!

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Swayam

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