

Report Points to Personality Testing as the Future of the Staffing Industry

HOUSTON (January 25, 2007) -- The Staffing Industry Report has predicted in its annual "Top Ten" trends and predictions for 2007 that behavioral testing will become more widespread and routine this year.

"Behavioral testing continues to be the premier way for staffing and executive search firms to distinguish themselves from the competition," said Sharon Birkman-Fink, President and CEO of Birkman International, creators of the Birkman Method® for personality assessment. "Ensuring client satisfaction by providing candidates with the right overall personality fit in addition to a basic skills match, is a great way to encourage repeat business in a competitive environment."

Two key trends support the prediction that staffing and executive search firms will further integrate personality testing into their recruitment processes this year. An increasing body of research supports the validity and predictive value of personality testing as a useful employment tool, and the acceptance of this fact is leading to the application of this powerful heuristic in organizations of all sizes.

"Behavioral testing will be used more by staffing companies to make the best match for their clients," predicted the Staffing Industry Report, arguing that "it's critical to make the best cultural fit, as well as quality fit."

Every indication points to a continued increase in dependence on personality assessment, with the Birkman Method leading the way as the model by which metrics are judged.

How reliable are personality tests? According to a 2001 study by the American Psychological Association, personality tests are just as effective at predicting outcomes as medical tests, though not clinical in nature.

"The use of personality assessments, especially when used in hiring, selection and promotion strategies has an immensely positive effect on the corporate user," said Birkman-Fink.

Dr. Roger Birkman first created the Birkman test in 1951, a result of research conducted at the University of Texas in psychological instruments for pilot selection in the U.S. Air Force. After decades of refinement and discovery, the Birkman continues to delve deep into behaviors and underlying motivations that relate to an individual's ability to work well in a given environment. Through a process of regression and factor analysis, the Birkman identifies a person's productive behaviors, stress behaviors, underlying needs, motivations and organizational orientation.

One study showed that 89 percent of HR professionals felt that pre-employment personality testing had a positive effect on their company. Personality testing may be even better than hard skills assessments for assessing job fit and placement, news which is staggering to some.

"Information is power," said Peter Capodice, President of Capodice & Associates, an executive search firm. "The Birkman provides more information than any other personality assessment, and allows a staffing or executive search firm to decisively place an employee in a position that will maximize his or her talents, and minimize company friction."

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About Birkman:

The Birkman Method® has been in use for over 50 years and has been used by over 2 million people and 5,000 organizations worldwide, including corporations, not-for-profit organizations, governmental agencies, and individuals. The assessment accurately measures social behaviors, underlying expectations of interpersonal and task actions, potential stress reactions to unmet expectations, occupational preferences and organizational strengths. For more information: www.birkman.com or 1-800-215-2760.