

# TestGenius: Bringing the ‘Right Fit’ for Businesses

**A**cross different markets at different times, there is either wealth or lack of qualified applicants. Hence, one of the daunting challenges is the ability to determine which applicants have the skill set necessary to contribute to the success of an organization. It is vital to bring onboard people with the capacity to “hit the ground running” regarding job performance. Understanding this challenge that exists in the HR market, California based Biddle Consulting Group (BCG), the publishers of the TestGenius

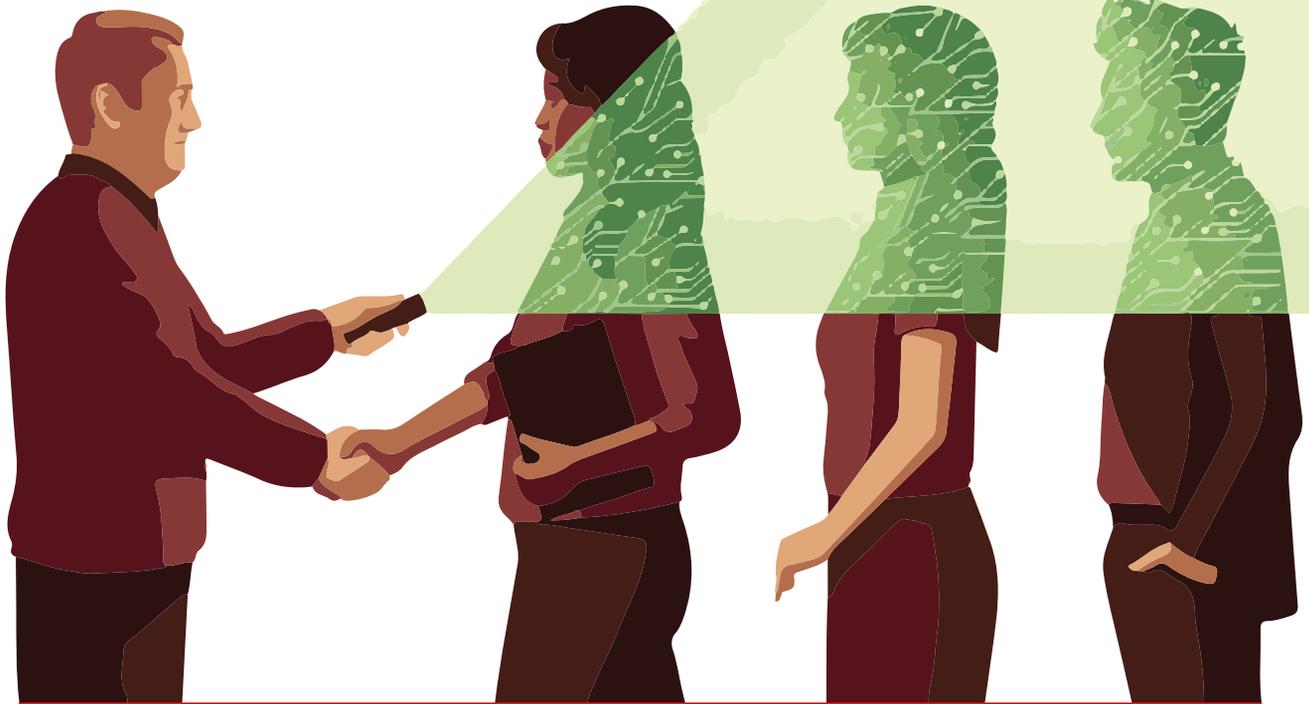
software, focus upon getting the “best hire” in the proper manner.

While conversing with the editorial team at CIO Applications, Mike Callen, V.P. of Products at BCG, shares his insights on the company’s journey, its methodologies, and tools that have transformed the Human Resource space.

## Disruptive trends in HR Space

Some of the products in the marketplace use a “one-size fits all approach,” in testing for a particular position without

having any knowledge of what is required for success. Furthermore, they establish cut off scores and pass points without any insight on how specific skills are applied on the job. Doing so is potentially destructive in terms of how the test results are interpreted. We operate in an arena (HR) where fairness is of utmost importance even to the degree



where the courts enforce it. It is essential that there is a firm foundation upon which tests are conducted, and our software provides tools that address these issues.

### **How do you help companies hire the “right-fit”?**

One of the primary ways in which we help organizations is by assisting them to select people who are a good fit in terms of skills and capabilities. We affect the morale of a department by assisting them to place highly capable people in positions within an organization. Beyond that, with social media infiltrating our lives, it has become mandatory for organizations to interact positively with applicants. Negative comment by applicants can tarnish the reputation of an organization.

## **It is essential that there is a firm foundation upon which tests are conducted, and our software provides tools that address these issues**

In some instances, there are so many applicants for a position that organizations feel they don't have enough time, energy or resources to conduct testing for each. The result is selection decisions made using unreliable criteria, such as the applicant's own words. With unproctored, internet-based testing, TestGenius is able to provide the intel necessary to make a hiring decision without bowing to these concerns.

### **Elaborate on the different services that you provide**

Our organization has in-depth knowledge on HR issues; we started off as an equal employment opportunity consulting firm involved in test creation,

validation and EEO consulting. Our consulting team has served as expert witnesses in cases regarding test creation, selection, job analysis and so forth. So, at the core, we are HR people who have developed technology, and not the reverse. HR is the focus, technology is the vehicle.

### **How does TestGenius cater to its customer's unique needs?**

The process of determining which of the dozens of the tests to use starts with the validation process. We have a validation wizard which walks the organization through a step-by-step process starting with the task of test selection, by linking tests to duties performed on the job. After the selection process, incumbent employees go through tests in validation mode. The incumbent job

experts are then required to compete a questionnaire regarding the entire selection process. The software then takes the results of these questionnaires and compiles a validation report and a series of cut-off scores that will be defensible and job-related for selecting new employees. In the end, our process is tied to the Uniform Guidelines on Employee Selection Procedures, which is the primary policy document that the courts use in determining if a test is valid or not.

### **On HR learning center by BCGi**

We do have a learning arm called BCGi which stands for Biddle Consulting

Group Institute for Workforce Development. BCGi has many free resources and also a subscription including extended training material. The purpose of this resource is to provide a collaborative arena in which people in HR and EEO can interact with and learn from each other. There are many instructors from different public and private organizations that provide high-quality content.

### **How was 2017 for TestGenius?**

2017 was a record year for us for growth. We have been slow to migrate to online testing out of concern for the fidelity in testing that we provide. We have always favored installed software-based testing because it was easier to present content that had the same look-and-feel as the job itself.

Starting last year, we rewrote our entire library of tests such that the online version would have the same fidelity and realism as our installed version. Previously, our product was “Windows-only,” but now we can present it to applicants using virtually any device on any operating system around the world. We have broadened the reach for our clients in a way that it does not impact the high fidelity testing that we value.

### **On TestGenius' plan for the future**

Our new platform allows us to quickly create new test content which helps us to respond to the needs of clients. Additionally, our software platform was built in a way that allows organizations to utilize written content to automate custom tests for self-administration. We have also created a methodology to quickly integrate our platform with other software applications such as applicant tracking systems, which add value to an organization's HR processes. **CA**