

# BREAKOUT SESSION I

10:20AM - 11:30AM

## KURT KRAIGER, PHD.

Co-Founder and Chief Strategy Officer, *jobZology*



## Flipping the Script: Using Talent Analytics to Hire for Fit and Build Engagement

The primary means by which organizations recruit and hire has remained relatively consistent for over half a century. A large pool of job candidates is built through advertising and recruiting, the pool is reduced by some rough means (e.g., resume screening), and the reduced pool is processed more thoroughly (e.g., via some combination of tests and interviews), and job offers are made.

Unfortunately, the primary outcomes of this hiring process - often an unengaged workforce - has also remained constant. Big Data and Talent Analytics offer the opportunity to scale tremendously these existing

steps - massive pools of candidates can be generated and screened automatically, and new predictors of job success can be derived and applied to make hiring decisions. However, bigger is not necessarily better if organizations are relying on the same factors (e.g., training and experience) that have failed in the past. This presentation talks about a new approach that integrates Talent Analytics and Hiring for Fit that interact to “flip the script” and improve hiring outcomes. The basics of both talent analytics and person-environment fit are explained, and then details and examples are provided to help attendees understand data-driven approaches for hiring job candidates who are more likely to be engaged, high performing, and who want to stay long-term.

**Kurt Kraiger, PhD**, is a Professor of Psychology at Colorado State University, and is also co-founder and Principle Psychologist of *jobZology*. Kurt is an international expert on Industrial/Organizational Psychology and has published widely in academic outlets on a variety of topics including talent management and development, training, mentoring, and hiring for fit. He is a frequent speaker at national and international conferences. Kurt is the current associate editor of the *Journal of Business and Psychology*, and serves on the editorial boards for two research journals. He has edited or co-edited three books on training and development, and is currently writing three books including an e-book on how to leading by helping employees understand their fit and passion. Kurt is a Fellow of the Association for Psychological Science and Society for Industrial/Organizational Psychology (SIOP), and he is also a former president of SIOP. When he is not traveling for work or pleasure, he lives in Fort Collins, Colorado.

Kurt is a prolific scholar and technical expert, but he is highly skilled at presenting to any audience. Kurt takes pride in integrating science and practice, and translating evidence-based practices into engaging, informative talks loaded with take-home messages. Kurt blends humor, energy, personal examples, and an applied perspective to help audiences learn how to hire, develop, and retain talent.

