



We assess competencies

Back in the 5th century B.C. one of the greatest thinkers of all time, Socrates, knew already that 'knowledge' alone is not a sustainable success factor. Much more important is '*know yourself*', your competencies, your attributes and your behavior patterns.

In 2018 a global, cross-cultural experienced and corporate boardroom educated hotel executive, Michael Nigitsch, has applied this 2500-year-old wisdom, which still remains a critical success element in today's recruitment and Talent world, and founded H(h=ospitality)ocrates.

Hocrates is a dynamic and interesting partnership with the creative and dynamic global leader in intelligent assessment solutions. (more than 50% of the Fortune Global 500 and almost 75% of the FTSE 100 use already our assessment modules for Talent management (some 30 million candidates / year / globally).

We offer computer adaptive assessment modules, universal competency profiling and ability (analytical, logical, inductive reasoning) tests to help companies to source the right talents and to coach, guide and develop them throughout their respective careers. All this is done online, with peer-to-peer group comparison and in more than 30 languages. Hocrates will also provide very detailed, state-of-the-art reports on assessment results and personal feed-back.

Over the many years of my international corporate career in the hospitality and hotel real-estate industry, I often noticed – across all industries - some relatively disappointing standards of planning and decision making in Talent sourcing / recruitment, Talent development and Talent career progression.

Very often did I come across the statement "...it is difficult to find talent(s)...". Well, my answer is: start by not hiring your future team members based just on certificates, CV's, references and over a cup of tea. All those elements have a very limited future performance prediction ranking and will create neither an inspiring Brand image nor the right, sustainable Brand performance you aspire.

Hocrates recommends (for junior, middle and executive management):

- To define an intelligent, focused and precisely structured job profile (not a 'mile-long' wish-list with standard statements from the recruitment dictionary) and be open to 'horizontal' movers.

- To prepare an interesting, creative and innovative company presentation material (e-brochure; Video; Social Media etc.).
- To conduct an 'Ability assessment' and 'Competency Profile' (Hocrates can help) compared to a relevant peer group.
- A careful analytical study of the CV's content / substance and references ('verbal' is recommended). Look for other creative presentation material and achievements.
- Learn and apply competency based interview techniques.
- Ask for a +/-15 minutes candidate created business / general presentation about an interesting topic / trend relating to either the industry, general or a specific element impacting your company.

'Pontem facere' = build the bridge for talents to join your organization and to develop your talents to game-changers and you will never refer to the above statement again. Always keep in mind that your investment \$ in hardware does not represent a sustainable competitive advantage, your "Talents" and "Game-changers" do. Visit Hocrates and you will learn more interesting aspects and thoughts on this subject.

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