

Five Ways Employees Benefit from Online Skills Measurement

Online skills measurement can deliver remarkable returns for organizations willing to put a focused skills inventory management strategy into action. But what about the employee? What's in it for him or her? The answer is, quite a lot.

An ability to communicate and reinforce immediate benefits to the employee is crucial to the success of any skills measurement initiative. After all, systems based on objective self-assessment only work if the employees they serve are enthusiastic about using them. How do you build that enthusiasm? The answer comes down to helping employees understand the benefits.

Here's good news. The traditional, pencil-and-paper testing methods often blamed for inducing employee anxiety are now giving way to self-empowering skills development, thanks to advances brought on by the objective online assessment. Here are five ways employees benefit from online skills assessment as new technology and methodologies pick up where traditional methods fall short:

Internal Recognition—Possibly the most compelling driver of employee skills improvement is a natural desire to “beat your previous score.” The test-taker is most motivated to improve shortly after a test is taken. With traditional, scheduled tests, learning motivation often wanes before the next testing opportunity arises. Online assessments accommodate the immediate desire to improve, enabling an employee to retest skills at any time and receive immediate feedback. Companies have demonstrated short-term improvement results of 15%–30%.

Validation of Learning Effort—What does validation mean? In most skills-assessment scenarios, learning validation depends upon a subjective self-assessment (e.g. “On a scale of 1-5, how do you rate your proficiency in this skill?”), or upon a one-time post-training assessment with little opportunity for retesting. Online assessments deliver objective validation, based upon calculated assessment results, and they enable repeat testing to accurately measure before-and-after learning progress.

Security—It is understandable that employees feel anxious about having their skills tested. However, in the case of online testing, the ability to deliver repeat objective assessments will add to employee confidence. Why? Repeatable, online assessments don't put “all the eggs in one basket” of a single test result. Frequently, a low score becomes the basis for highlighting learning progress when compared to a later, higher score.

Pride—No explanation required. When given the opportunity to improve skill and demonstrate that improvement with a quantifiable measure, employees usually want to take advantage of that opportunity. And when that opportunity is present on a constant basis, even the most reluctant participant will eventually take action to improve skills.

Career Growth—What skills are needed for an employee to achieve a career milestone? An objective online measure can provide specific insight into “best practice” skill levels for a particular position. By defining skills requirements and providing the platform for tracking progress, an online assessment system provides a sound basis for an actionable career education and development plan.