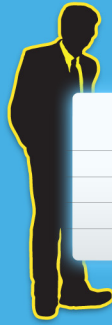




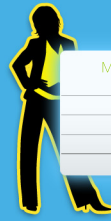
Sales Executive

- + Agressive
- + Charasmatic
- + Persuasion
- + Follow Up
- + Sense of Style



Accountant

- + Mathematics
- + Monitoring
- + Reporting
- + Active Listening
- + Coordination



Marketing Manager

- + Fluency of Ideas
- + Written Expression
- + Persuasion
- + Originality
- + Active Learning

Oral Communication
 Responsibility
 Initiative
 Mathematics
 Problem Sensitivity
 Originality
 Speech Clarity
 Advancement
 Visualization
 Oral Comprehension
 Independence
 Verbal Abilities
 Creativity
 Written Comprehension
 Active Listening
 Leadership
 Speaking
 Monitoring
 English Language

OccupationDNA



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Use a scientific approach to identify what the position requires before you start recruiting

Just like people have a DNA that is unique to them, similarly every occupation has a DNA which is a unique set of traits required specifically for that position.

HireLabs research, in collaboration with US Department of Labor, has developed a method to identify traits required for 4500 different occupations. We call this the OccupationDNA, and it allows you to decide which set of unique traits are best associated with a particular position in your company.

You can use OccupationDNA during recruitment :

- Step 1 :** Identify the current needs of the position
- Step 2 :** Select the OccupationDNA traits that reflect the needs of your position
- Step 3 :** HireLabs will custom design assessments for each OccupationDNA trait that you selected

This way you have created a very focused recruitment process which allows you identify what is needed for that position, then you can recruit based on how well each individual has scored on the assessments.

Examples of how you can use OccupationDNA

Example 1 : If you are selling luxury goods, you can use OccupationDNA to design a hiring strategy for your sales force where every member has traits including 'Aggressive', 'Charismatic' and 'Persuasive'. But in order to ensure success, you can make sure that all members of sales team are tested and qualify on the 'Sense of Style' trait. This way your sales team will naturally be able to relate to your clients, thereby increasing your sales.

Example 2 : The management at Big Design Company realizes that their graphic design department is going through a leadership crisis. When recruiting a new graphic designer, the company created a hiring strategy where they would hire someone who would eventually be promoted to the team leader position in 3 months. So the hiring manager used OccupationDNA to include traits such as 'Leadership', 'Conflict Resolution' and 'Negotiation', which are not the traits ideally associated with the graphic designer position, but they are the traits that are needed for this position at this time.

What is your Occupation's DNA?