

WorkKeys[®]



Employer Guide

Unlock the power of your workforce
with the WorkKeys[®] employee selection
and development system



Your Challenges

How can we hire the most qualified employees?

How can we target our training to employees who need it most?

How can we maximize ROI on training dollars?

How can we improve retention rates?

How do we measure up with our competitors?

Which skills are essential for our future?

Is there one solution for all of our workforce questions?

Your Solution

The WorkKeys® system is used by thousands of companies worldwide as a tool to help employers select, hire, train, develop, and retain the high-performance workforce necessary to compete successfully in today's global economy.

WorkKeys assessments give you reliable, relevant information about your employees' and applicants' skill levels. When you compare this assessment information with the skill benchmarks required for your jobs, you will be able to make solid decisions about your workforce. WorkKeys provides a comprehensive system to **refine your applicant pool**, **match candidates to jobs**, and **identify skill gaps** that hinder productivity.

Through WorkKeys, we have built the most extensive database available on the skills of U.S. workers, with more than 13,000 job profiles and 10 million tests administered. Companies such as 3M, American Express, BMW, The Dow Chemical Company, Coors Brewing Company, Oscar Mayer/Kraft Foods, Inc., Rockwell Collins, Inc., and many others have used WorkKeys to improve corporate success.



Use WorkKeys at Every Stage of Your Employment Cycle

BENCHMARK SKILLS

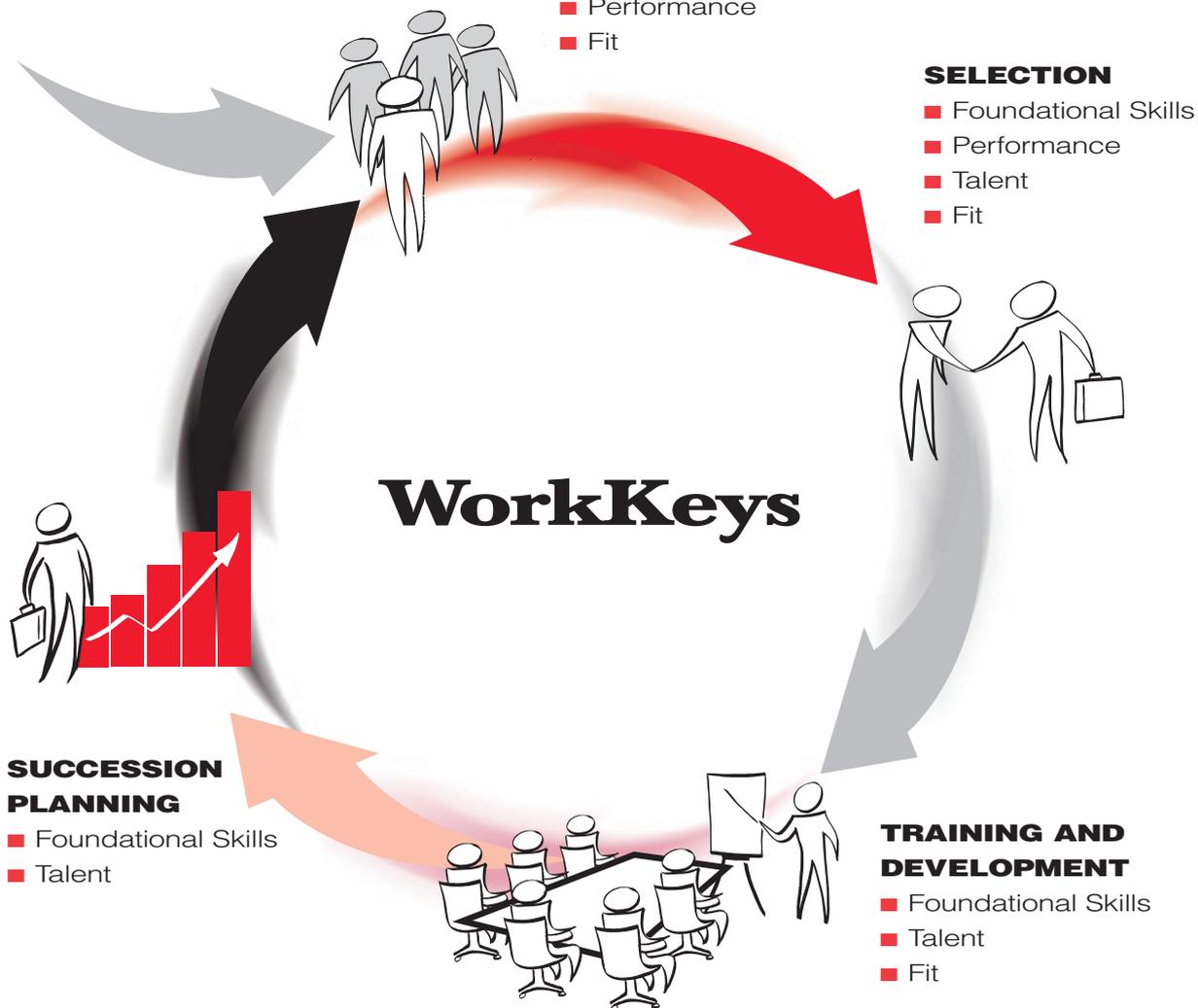
Set organizational guidelines and benchmarks for employee selection and development

SCREENING

- Foundational Skills
- Performance
- Fit

SELECTION

- Foundational Skills
- Performance
- Talent
- Fit



SUCCESSION PLANNING

- Foundational Skills
- Talent

TRAINING AND DEVELOPMENT

- Foundational Skills
- Talent
- Fit

The WorkKeys Assessments

FOUNDATIONAL SKILLS

- Applied Mathematics
- Applied Technology
- Business Writing
- Listening
- Locating Information
- Observation
- Reading for Information
- Teamwork
- Writing

PERSONAL SKILLS

- Performance
- Talent
- Fit

Employee Selection +

WorkKeys gives you a complete solution for employee selection and development. Our powerful product suite offers both cognitive Foundational Skills assessments and our new Personal Skills measures, enabling you to assess the full potential of applicants and employees. The tools in this comprehensive system can be mixed and matched to meet diverse organizational needs.



SCREENING

Find dependable, trustworthy employees and save time and money in the process.

WorkKeys enables you to match the work requirements important on the job to the skill levels in the candidate pool. For example, the WorkKeys Performance assessment can be used to screen for negative work attitudes and risky work behavior. Or the WorkKeys Foundational Skills can be used to screen for communication, problem solving, and interpersonal skills.



SELECTION

Take the guesswork out of hiring by comparing potential employees' WorkKeys assessment scores with benchmarks based on occupational needs. The WorkKeys system provides several options to benchmark requirements needed for specific jobs and to make accurate, well-informed hiring decisions.

You also can reduce the time you spend on costly interviews and unqualified candidates. For example, the Talent assessment allows you to compare applicants' attitudes and behaviors to those of top performers in a specific job to determine the best candidates. Add that information to the Foundational Skills assessment results to identify individuals who have the skills to succeed on the job.



Employee Development

TRAINING AND DEVELOPMENT

Speed up an employee's time to full productivity using WorkKeys to identify and close skill gaps. Targeted training makes the most of your training dollars by pinpointing specific areas for employee improvement, producing better results with lower overall costs. You will be able to make concrete recommendations for advancement based on employee strengths and development needs.



By benchmarking key attributes of a position, the Talent and Fit assessments also can be used as powerful tools for career laddering and succession planning.

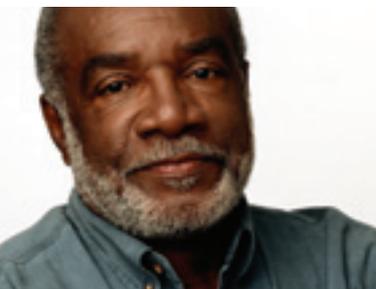
SUCCESSION PLANNING

Retiring baby boomers will soon create a shortage of 80 million experienced workers.

With younger—and often less qualified—people stepping in to take their place, succession planning is more critical than ever. WorkKeys can help ensure your future workforce will be equipped with the skills to succeed. Use workforce gap analysis from WorkKeys Foundational Skills to define current competencies and harness training data to align your workforce with your company's near- and long-term strategic plans.



The WorkKeys Talent assessment allows you to groom candidates for advancement by comparing them to top performers.



WorkKeys Increases ROI

MIDAMERICAN ENERGY—Des Moines, Iowa

Challenge: One of the largest utilities in the Midwest, MidAmerican wanted to find an effective, validated, pre-employment assessment tool for entry-level skilled positions that is easily accessible from locations across the United States.

Solution: MidAmerican pilot-tested WorkKeys as the pre-employment test for all meter reader job candidates. WorkKeys job profilers have since examined five positions for the skills needed to perform the jobs effectively: meter reader, fuel handling technician, plant helper, power plant operator, and assistant unit operator. This helped the company realize the key foundational skills needed to perform the jobs.

Results: Overall turnover for meter readers has dropped 83 percent.

Managers report that new employees hired with WorkKeys are more effective and able to learn at a quicker pace than past hires.

Every job candidate is referred to ACT's website prior to testing for access to sample questions, practice exams, and information about the tests. The company has seen an increase in pass rates.

Turnover for
meter readers
dropped

83%

BRADNER VILLAGE—Marion, Indiana

Challenge: Despite spending thousands of dollars on training and development for new hires, this health care center and retirement community experienced high employee turnover and frustration among employees. In recent years, Bradner lost almost half of its full-time staff.

Solution: Bradner used WorkKeys to profile four key positions—licensed nurses, certified nursing assistants, dietary staff, and environmental services staff. Prior to job interviews, applicants went to local one-stops to take WorkKeys exams in Applied Mathematics, Locating Information, Observation, and Reading for Information. Candidates who met the profile standards qualified for a job interview.

Results: Bradner's training losses dropped to a mere \$3,600 a year—a 96 percent training cost reduction.

In the six months following WorkKeys implementation, Bradner saw a 37 percent reduction in turnover.

Bradner executives only select applicants who meet WorkKeys job requirements. This creates a time savings of 75 percent.

Training cost
dropped

96%

MORNINGSTAR FOODS—Mount Crawford, Virginia

Challenge: Morningstar, a subsidiary of Dean Foods, underwent a rapid space and employee base expansion along with an expansion of its product line. Faced with the need to change its production technology and its sudden demand for new employees, Morningstar needed an effective selection and employee development system.

Solution: Morningstar profiled six plant jobs and determined that the jobs required skills in five WorkKeys skill areas: Applied Technology, Applied Mathematics, Locating Information, Reading for Information, and Observation. WorkKeys testing also became a mandatory part of employee hiring and job transitions.

Results: Training time was cut from two to three months to four to six weeks—a 50 percent reduction in training time that results in a cost savings per hourly employee between \$2,500 and \$3,700.

Employee turnover decreased by 35 percent one year after WorkKeys was introduced.

Training time
reduced

50%

The National Career Readiness System

WorkKeys is the centerpiece of the National Career Readiness System. This exciting initiative is based on WorkKeys skill levels in Reading for Information, Applied Mathematics, and Locating Information. It gives employers a transportable credential to evaluate employee skills. When you require or recommend the National Career Readiness Certificate from your applicants, you'll tap into the most qualified labor pool in your area. Learn how you can stand up for a skilled workforce now at www.NationalCareerReadiness.org.



WorkKeys Testing Is Flexible and Easy

WorkKeys is designed with you in mind. Because no two businesses have identical selection and development needs, we've made it easy for you to use the entire system or a single component. WorkKeys truly is a needs-driven assessment solution. We offer online and paper-and-pencil testing options. Plus, all our assessments are delivered in a proctored environment, allowing you to confidently make high-stakes decisions.

Why You Should Choose WorkKeys from ACT

ACT is an independent, not-for-profit organization that helps millions of people each year achieve education and workplace success. Businesses, professional associations, higher education institutions, and government agencies use WorkKeys to measure workplace skills, hire and train highly qualified employees, reduce turnover, and improve the bottom line.

Let us provide the solution to your workforce challenges today.

For more information, contact our Business Development team at **1-800/WORKKEY** (967-5539) or visit our website at www.WorkKeys.com.

Proven Success

You can build a high-performance, sustainable workforce for the future. Here are just a few success stories from our clients.

NORTHROP GRUMMAN, a defense contractor for the U.S. Navy and one of the largest manufacturing companies in the world, saw a statistically significant increase in employee skills, along with a 90 percent decrease in errors.

“The more I get into it, the more I realize what a great tool this is.”

—Dave Whitney, Director of Trades

“The system helps us determine where our employees are on the ladder of success, especially when it comes to promotion. All other things being equal, the employee with the certificate gets the nod.” —Ed Portier, Training Specialist

MIDAMERICAN ENERGY, a provider of electricity and natural gas, saw nearly a 50 percent reduction in employee turnover, greater diversity in the employee pool, and a noticeably higher caliber of employee.

“Numerous managers and supervisors have told us that the caliber of new hires has improved. They are more effective and able to learn at a quicker pace than past hires.”

—Jan Amick, Senior Employment Representative

OWENSBORO MEDICAL HEALTH SYSTEM reduced turnover by 32 percent and increased the overall skill level of employees in professional positions, including RNs and technicians, as well as skilled employees such as maintenance and food service.

“Employees are seeing that we value them and we support their education.”

—Pam Cox, Human Resources Director

“We have had such positive feedback from our employees. So many of them have become excited about learning and the possibilities for advancement.”

—Annette Schaefer, Educational Development Center Coordinator

WorkKeys®

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