Recruiting Partnering Project

A Step Change to Army Recruiting

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Presentation Overview

- Explanation of the Recruiting Partnering Project (RPP)
- Rationale for change
- Benefits to the Army
- Solution overview
- Focus on the suitability screen
- Positive outcomes
An **Army led** initiative to improve both the quantity and quality of Army recruits. It seeks a 10-year, **flexible** and performance incentivised contract under a **partnering** arrangement, to deliver a step change to Army recruiting.
Vision for RPP

The transformation of Army recruiting through a partnering arrangement that, enabled by technology, attracts, prepares and retains sufficient numbers of capable and motivated people to sustain future manning needs and operational capability.
Why? – The Case for Change

- Enduring need for quality individuals
- Failure to meet annual targets
- Out of date technology/processes
- Replace multiple stove-piped contracts
- Poor use of military recruiters
- Current recruiting operation was not sustainable
Benefits

- Reduced cost of recruiting (save £312m over 10yrs)
- Released >1100 military manpower & transfer of >300 civil servants to commercial partner
- Reduced wastage in training (1% ~ £780K)
- Consistent with Government procurement objectives
RPP Key Points

- Army retains ownership of all policy levers: standards, eligibility, selection criteria, structures etc, & Army ‘Brand’
- Partnering not outsourcing
- Flexible contract to meet changes in demand
- Footprint across the whole country will remain
- End Game is for Tri-Service solution
- Service Provider is contracted and incentivised to deliver on quantity and **QUALITY**
A Quality Recruit is...

- **COMMITTED** to the Army,
- Prepared to make an **EFFORT** to succeed,
- **SUITEABLE** because their values match those of the Army
..and has the ability to pass training shown by their **ATTAINMENT** to date
Evolution NOT Revolution

Policy & Standards
Overall Management of Service
Marketing Services
Media production
Outreach and Events
E Recruiting
Contact Management
Application Processing
Medicals
Selection
Recruiter Training
Security Clearance
Information and Communication Technology (ICT)

What input must continue to be MOD?

Therefore what is in scope for a commercial partner?
A New Capability

- Sharper focus on tailoring recruiting experience to the individual
- Earlier and more continuous use of assessment tools and techniques
- Infrastructure more retail focussed. Processing and assessment more centralised (National Recruiting Centre)
- Reducing static infra with support from mobile assets
- Optimising blend of military and civilians
- Greater use of agile, user-friendly digital ICT
- Targeted digital marketing effort
The Partnership

ARMD

CAPITA

KeneXa

JWT
The Army has contracted with Capita to deliver recruits to phase 1 training. Kenexa are the specialist partner of Capita who are developing new on-line psychometric tests to help select the best possible recruits for the British Army:

- Officer Suite
- Soldier Suite
I want to join the Army

Officer or Soldier

Type of Role

Corps

Job
On-line Assessments

- 32 unique assessments
- Fully bespoke to the specific needs of the British Army
- Both Soldier and Officer Levels
- Covering many categories of assessment
- More informed decision making
  - For the Army
  - For the individual
Attributes covered

- Intellectual Ability
- Skills and Aptitudes
- Characteristics
- Values
- Job Interests and Preferences
- Lifestyle Expectations
Tests being Developed

OFFICER ASSESSMENTS

Army Life Preview
• Questionnaires designed to assess levels of motivation and domestic readiness to join the Army

Cognitive Tests
• Verbal Reasoning
• Numerical Reasoning
• Problem Solving

Situational Judgment Questionnaires
• Scenario based assessment of key officer behaviours, thoughts & motivators modelled on standards of excellence within the Army

Behavioural Questionnaire
• An Army based questionnaire administered on-line with feedback given at the Army Officer Selection Board

SOLDIER ASSESSMENTS

Army Life Preview & Army Job Finder
• Questionnaires designed to assess levels of interest in Army life and help identify suitable job choices

Cognitive Tests
• Verbal Reasoning
• Numerical Reasoning
• Problem Solving/Spatial Orientation

Arm & Service Previews
Questionnaires designed to provide information and realistic previews for each Corps. Presented in scenario based virtual reality format

Situational Judgment Questionnaire
• Scenario based virtual reality assessment of key soldier behaviours, thoughts & motivators
QUESTION 1

If you were in this situation, what would you do?

A) Keep watching from a safe distance and be prepared to react quickly.
B) Try and attract his attention to tell him to stop.
C) Go off and try to find someone who can help.
D) Run over to him, take the phone off him and turn it off.

Click NEXT to continue.
In Summary

**THE KENEXA SOLUTION WILL:**

Provide bespoke online tools, offering applicants an improved understanding of the British Army

Enhance self-understanding and self-selection, empowering applicants to make informed decisions

Improve the quality of information to make decisions on selection

Simplify and increase the efficiency of the application process

**OUTCOMES EXPECTED ARE:**

Drive up recruitment success rates

Drive down wastage in training

Improve the quality of candidates for both soldier and officer selection processes

Improve the Army’s ability to match applicants to appropriate roles and services (officers and soldiers stay longer)
Outcomes

Single incentivised & output-based partnering arrangement

+ Reduced time & cost to enlistment

+ Optimal mix of military recruiters and commercial expertise

= Better quality of recruit to improve retention

= **People as the Army’s agile edge**
Any Questions?

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