

THE SCIENCE BEHIND RIKTA:

THE BENEFITS OF RIKTA FOR SCREENING FRONTLINE CANDIDATES



www.rikta.ai



Author: Matthew Goss – Registered Psychologist with a
Masters Degree in Organisational Psychology.



Think of someone you've enjoyed working with, who was really good at their job. Now think of the opposite, someone who was difficult to work with or who couldn't get the job done. In both cases, most people find it is personality or behaviour that makes these experiences positive or negative – not just technical knowledge or experience.

For employers, quickly and accurately identifying whether a candidate will succeed in a job is crucial. While every organisation is different and there are countless unique tasks that people will be required to perform in their roles, using interviews, CVs, and reference checks can only go so far. These traditional methods are useful for examining experience, skills, and interpersonal communication, but they often miss crucial information about what motivates a person and how they will actually behave. Understanding a candidate's personality is essential for building a strong organisational culture. By assessing personality traits, employers can ensure that new hires align with the company's values and work well within the team, ultimately fostering a positive and cohesive workplace environment.

This is where personality assessments come into play. Successfully identifying high-performing people becomes much easier when you have information about a person's personality during the hiring process. When hiring frontline employees, it is essential to have practical, reliable data about a person's approach to people and tasks, as well as their willingness to take responsibility and remain consistent and calm. This data needs to be gathered easily, precisely, and efficiently.

INTRODUCING RIKTA

Rikta is a quick and effective way to test frontline workers for culture fit. Rikta's quiz measures people's characteristics using accurate and well-researched 'Big 5' personality scales to provide this crucial data. The same psychological science that underpins senior-level assessments in large, global businesses is now accessible for hiring frontline workers. Hiring managers who use Rikta can identify reliable employees who genuinely enjoy assisting customers or take pride in meeting commitments. They can also avoid hiring individuals who do not fit their team or the specific job at hand. By knowing more about how a person aligns with a job role, subsequent interviews and references can be more targeted. Rikta's insights on the individual help supervisors provide a better experience for the candidate. Once they're hired, Rikta continues to support managers to lead, support, and engage employees with greater insight.

IMPROVING THE CANDIDATE EXPERIENCE

Hiring managers often subconsciously conduct personality assessments without realising it. Given the impact on job performance, they draw biased impressions from cover letters, CVs, and interviews. During an interview process, applicants have a strong incentive to present a positive impression. However, for a hiring manager, a precise assessment of personality takes time to observe.

Extensive research demonstrates that personality and potential job performance should be tested with greater care and precision (Newman and Uleman, 1989; Uleman, 1987; Funder and Colvin, 1988; Paulhus and Bruce, 1992; Spector et al., 2000; Scroggins et al., 2009),

and the rikta personality test assists businesses to implement a standardised process, leading to data-led insights that assist with more effective hiring.

Using Rikta is particularly useful to give frontline workers a fairer chance of employment, especially those that have brief work experience and limited interview skills, to help them demonstrate their potential.

Research demonstrates that strong selection processes improve basic performance criteria like staff turnover, attendance, quality metrics, and task completion, as well as critical elements of service like friendliness, helpfulness, interpersonal durability, and the desire to learn.

The same psychological principles that drive Rikta are used extensively in senior corporate and executive settings because when it comes to both performance and risk management, an individual's unique personality will determine their fit for a particular job in each workplace.

/// Rikta democratises culture-shaping tools that have historically been reserved for senior leadership by making personality assessments available at all job levels.

There are also notable benefits to the employer's brand as perceived by candidates who recognise an advanced approach to hiring. Using Rikta indicates that workplace and team culture are important and that the business prioritises diversity of strengths to build a high performing team.

DRIVING A GREAT EMPLOYEE EXPERIENCE

“Leaders who understand how individuals’ personalities differ can use this understanding to improve their leadership skills, which can lead to improving employees’ job performance. If leaders know their employees’ behavioural strengths and weaknesses, they can use these to help keep them motivated” (Science Direct, 2016).

Many frontline roles are rewarding for the right kinds of people, and when a particular person suits a particular role, they are likely to enjoy it, boosting commitment, motivation, and teamwork. Once a candidate becomes an employee, rikta assists managers to mentor their team members more effectively by aligning their management style to the individual.

With rikta, managers are guided to have deeper and more structured conversations with employees, building their capacity to support and engage their staff, whilst developing a better understanding of how personality relates to employee performance.

COMBINING TOOLS FOR BEST HIRING RESULTS

Rikta is a highly accurate and powerful tool but is even stronger when used in combination with other forms of candidate review, such as interviews and resume screening. We don’t recommend that it’s used in isolation to make a hiring decision. By leveraging rikta, frontline businesses can enhance their hiring processes, ensuring that they bring in employees who are not only skilled but also a good fit for their teams and roles. This approach benefits individual employees and significantly boosts overall organisational performance.



THE RIKTA PERSONALITY TRAITS

Openness

Motivated by helping and relating to people in a positive, useful way, high scorers usually show more empathy and patience with others. More interpersonally robust, they can gain energy from making others comfortable. Lower scorers tend to be more direct or businesslike with people and focused on their tasks, and they don't mind operating independently. They are often happy to manage rules, boundaries and processes.

Conscientiousness

Often keen to learn and open to new ideas and tasks, higher scorers are motivated by making improvements and helping to solve problems. They are often keen for variety. Lower scorers like to deepen their expertise and apply structure, and welcome consistency, clear roles and regular tasks more than ongoing change.

Extraversion

A 'people person'; extroverted, outgoing and engaging, high scorers are motivated by social contexts. They may well prove persuasive, positive and enthusiastic, drawing motivation and energy from shared experiences like teamwork and service. Lower scorers do not need as much human interaction to enjoy their role or apply themselves, and tend to be more task-oriented and motivated by independent responsibilities.

Agreeableness

Calm, resilient and often adaptable, high scorers work to manage their emotions under increased pressure. They like to feel under control, and tend to 'lean into' challenges. People with lower scores can prove more easily affected by stress and the reactions of other people and rely on help to 'bounce back'. While more easily worried by uncertainty and discouraged by setbacks, they can be alert to risks and may 'tune in' to others' feelings and reactions.

Stability

Conscientious, self-disciplined, organised and detail focused, high scorers are often hardworking, responsible, and careful. They are able to exercise self-control in order to achieve their goals. *Higher scorers can be particularly motivated when this trait is shared by managers and team members, yet often welcome some responsibility. People with lower scores in this trait can lack structure and diligence, and usually need explicit instruction and clarity on expectations to deliver their best work, being motivated by the link between reward, recognition and effort.



WANT TO LEARN MORE?

There's extensive published research supporting the benefits of personality testing in the hospitality industry from across the globe, supporting its effectiveness in helping organisations hire and support the best people. Here are some key findings:

Predictive Power:

- The rikta model is a solid predictor of how people will behave in real life (Essentials of Organisational Behaviour: 14th ed.).
- It predicts performance in jobs that require employees to make their own choices and shows how an individual's personality predicts their actions in specific situations (Academy of Management Journal, 2015).

Trait-Specific Performance:

- Studies show that the Stability scale is crucial for job performance across occupations, especially in roles involving social interaction (Salgado, 1997; Hogan and Holland, 2003; Mount et al., 1998; Judge and Zapata, 2015).
- Higher Conscientiousness and Stability scores are associated with higher job performance across most job types. (Barrick et al., 2001).

Turnover and Risk Indicators:

- Lower Stability, Conscientiousness, and Agreeableness predict turnover and inappropriate workplace behaviour (Zimmerman, 2008; Salgado, 2003).
- Lower Stability was a predictor of turnover intent in hotel employees (Tsaousoglou, 2009, Greece).

Industry-Specific Insights:

Research involving tens of thousands of participants shows that certain personality traits predict specific job performance. This supports using rikta in employee selection for various job categories:

- **Sales:** Conscientiousness is the best predictor of future performance, followed by Extraversion (Hurtz & Donovan, 2000).
- **Customer Service:** Conscientiousness, Extraversion, and Openness correlate with customer service performance (Barrick & Mount, 1991; Hurtz & Donovan, 2000). For call centre employees, Conscientiousness, Stability, and Agreeableness are linked to productivity (Skyrme, Wilkinson, Abraham, & Morrison, 2005).
- **Skilled and Semi-Skilled:** Conscientiousness is the strongest predictor, but Stability also plays a significant role (Ones, Dilchert, Viswesvaran, & Judge, 2007).
- **Hospitality:** Higher Conscientiousness, Openness, and Agreeableness were identified in higher-performing restaurant staff (Yoo, 2013, Korea). Higher Conscientiousness, Extraversion, and Agreeableness predicted engagement in hotel employees (Singh, 2019).

rikta 

**FOLLOW US
ON INSTAGRAM
@RIKTA.AI**

