TalentClick
Workforce Technologies

Data Analysis: Traffic Control Management

Attitude-Values-Personality (AVP) Assessment

TalentClick Data Analysis:
Summary Report for Traffic Control Management

Project Overview

Objective

The goal of the data analysis was to:

1. Determine the effectiveness of TalentClick assessments **to predict performance and turnover** (voluntary and involuntary) by analyzing data from existing or former employees for Traffic Control Flaggers (TCF).

2. Identify areas to **improve the effectiveness** of the TalentClick assessments by adjusting the benchmarks (target score ranges) based on these findings.

Traffic Control Flaggers

A traffic control flagger or signaller is responsible for the flow of traffic in a construction zone. They protect workers in the construction zone and keep drivers and the public safety by regulating traffic. Flaggers need to be alert to potential dangers on the road and interface with drivers and pedestrians traveling through the construction site.

Highlights of Findings

Top Traits for Hiring

For **Traffic Control Flagger** (TCF), compared to those who left the job with 'issues', those who are **still employed & 'doing well'** are:

- **More Impatient & Assertive:** Responsive to frustrations and 'roadblocks'. Straightforward and frank communicator. Not likely to let bad behavior slide.
- **Moderately Thrill-Seeking vs. Apprehensive:** Comfortable with uncertainty and acceptable risk. Able to recognize risks that can be avoided.
- **Moderately Cautious vs. Impulsive:** Consider negative consequences of actions. Able to take quick action in unusual situations when needed.

Also, while not a top differentiator, most successful TCFs are **more Reserved and task-focused** versus people-focused.

Top Predictors for the Overall Benchmark Profile

Using the insights gained from all group analyses conducted, the key assessment dimensions to predict tenure and performance of new hires are below, in order of importance.

For Traffic Control Flaggers, the key assessment dimensions are:

1. **Impatient (SQ)** with optimal results between the 18th and 60th percentile. Successful hires are more responsive to inefficiencies and 'roadblocks' they encounter, especially compared to those who left the job voluntarily, had issues recorded, or abandoned the job.

2. **Moderately Thrill-Seeking (SQ)** with optimal results between the 36th and 62nd percentile. Successful hires are comfortable with some degree of risk. However, they are less likely to take unnecessary risks or engage in dangerous behavior, especially compared to those who were terminated.

3. **Cautious vs. Impulsive (SQ)** with optimal results between the 41st and 71st percentile. Successful hires evaluate consequences before acting to some degree. However, they are more comfortable making quick, instinctive decisions when needed, especially compared to those who were terminated.

4. **Direct (WPP)** with optimal results between the 33rd and 74th percentile. Successful hires are more straightforward and task-focused communicators and less emotionally sensitive, especially compared to those who were terminated.

5. **Reactive (WPP)** with optimal results between the 30th and 63rd percentile. Successful hires have a stronger sense of urgency and are more responsive to work pressure, especially compared to those who left the job voluntarily or abandoned the job.

6. **Contented (WPP)** with optimal results between the 15th and 62nd percentile. Successful hires are more satisfied with less challenging or complex work and in roles without ongoing growth opportunities, especially compared to those who left the job with issues recorded or abandoned the job.

7. **Conventional (WPP)** with optimal results between the 35th and 72nd percentile. Successful hires are more pragmatic than imaginative and prefer predictable work compared to those who left the job voluntarily, had issues recorded, or abandoned the job.

8. **Coachability (WVA)** with optimal results between the 42nd and 88th percentile. Successful hires are open to feedback from others when needed. However, they are less likely to seek growth and development opportunities, especially compared to those who were terminated or abandoned the job.

9. **Spontaneous (WPP)** with optimal results between the 33rd and 68th percentile. Successful hires are more flexible and improvising in their approach to work tasks compared to those who abandoned the job.

Top Predictors Per Outcome

For Traffic Control Flaggers, group analysis of assessment scores relative to tenure and performance data shows the following key differences. For each outcome analyzed, the dimensions are presented in order of importance based on the magnitude of group differences (all are statistically significant).

1. Employees who **voluntarily left the job (with or without issues)** have the following distinct score patterns compared to those who were still on the job and 'doing well' (no issues recorded):

- **More Patient (vs. Impatient)**
- **More Calm (vs. Reactive)**
- **More Open-Minded (vs. Conventional)**

2. Employees who **voluntarily left the job with issues** recorded have the following distinct score patterns compared to those who were still on the job and 'doing well'.

- **More Patient (vs. Impatient)**
- **More Open-Minded (vs. Conventional)**
- **More Achievement-Focused (vs. Contented)**

3. Employees who were **terminated** have the following distinct score patterns compared to those who were still on the job and 'doing well'.

- **More Cautious (vs. Impulsive)**
- **More Thrill-Seeking (vs. Apprehensive)**
- **More Empathetic (vs. Direct)**
- **Higher in Coachability**

4. Employees who **abandoned the job or stopped showing up for work** have the following distinct score patterns compared to those who were still on the job and 'doing well'.

- **More Calm (vs. Reactive)**
- **More Patient (vs. Impatient)**
- **More Regimented (vs. Spontaneous)**
- **Higher in Coachability**
- **More Dominant (vs. Non-Dominant)**
- **Higher in Positivity**
- **More Achievement-Focused (vs. Contented)**
- **More Open-Minded (vs. Conventional)**
- **Higher in Aggression-Control**

Recommended Next Steps

1. Adjust benchmarks (target score ranges) based on data analysis to better differentiate successful and unsuccessful hires.

2. Collect additional data to follow up with an in-depth statistical analysis. Consider the possibility of tracking additional metrics to measure success (e.g., absenteeism, incidents, complaints, reason for leaving, etc.). The greater the standardization in outcome data, the better the predictive accuracy of benchmark profiles.

Summary: Refining Assessment Benchmarks for Improved Candidate Selection
With additional data, the benchmark ranges can be further refined and narrowed based on the analysis as summarized above. By adjusting the benchmarks based on these findings, candidates who are more likely to be terminated will receive a lower overall Fit Score compared to those most likely to stay in the role and do well. These refined benchmarks are specific to the traffic management services organization, allowing them to identify individuals who are at a higher risk of leaving or performing poorly and ultimately avoid hires that result in a 'net loss'.

To further enhance the accuracy of each custom role profile, we recommend analyzing a larger sample size, increasing the rigor for identifying top performers, and incorporating rating scales or metrics when possible.