

BEST SUPPLIER PARTNERSHIP AWARD

We at Odyssey Talent Management are thrilled to be nominated for this award. It is affirmation that we provide the service that we promise to our clients. One of our key values is that we uphold a **partnering mindset**, and work with our clients to build solutions that meet their key and unique requirements.

Whilst there are many examples of where we have done this with all our clients, our partnership with the AbInBev TAP and GMT selection processes stand out as examples where we have worked in conjunction with a client to customise our solutions so that they address their unique challenges.

Our partnership with AbInBev began in 2019. AbInBev engaged us to assist them improve their multicounty recruitment process, where their main pain-points included:

- Although the process they were using incorporated an applicant tracking system, there was too much manual intervention, causing the process to be lengthy, time consuming and costly.
- The abstract reasoning assessment that was being used proved too difficult for the typical applicant.
- The process was lengthy – competitors can complete their intake in 2 weeks, while the old process took as long as 7 months to complete.
- The Business Simulation being used required candidates and assessors to travel all over the continent and could take as long as 2 months to complete. It is resource-heavy, requires logistical management and effort.
- The process was not sustainable, and there was a need to automate more elements, to use remote assessment options and to shorten the entire process.
- The old process did not offer solid predictive data analytics.
- The old process was not relevant to the African continent.
- The old process was not sufficiently objective.
- There was a need to vastly improve the candidate experience.

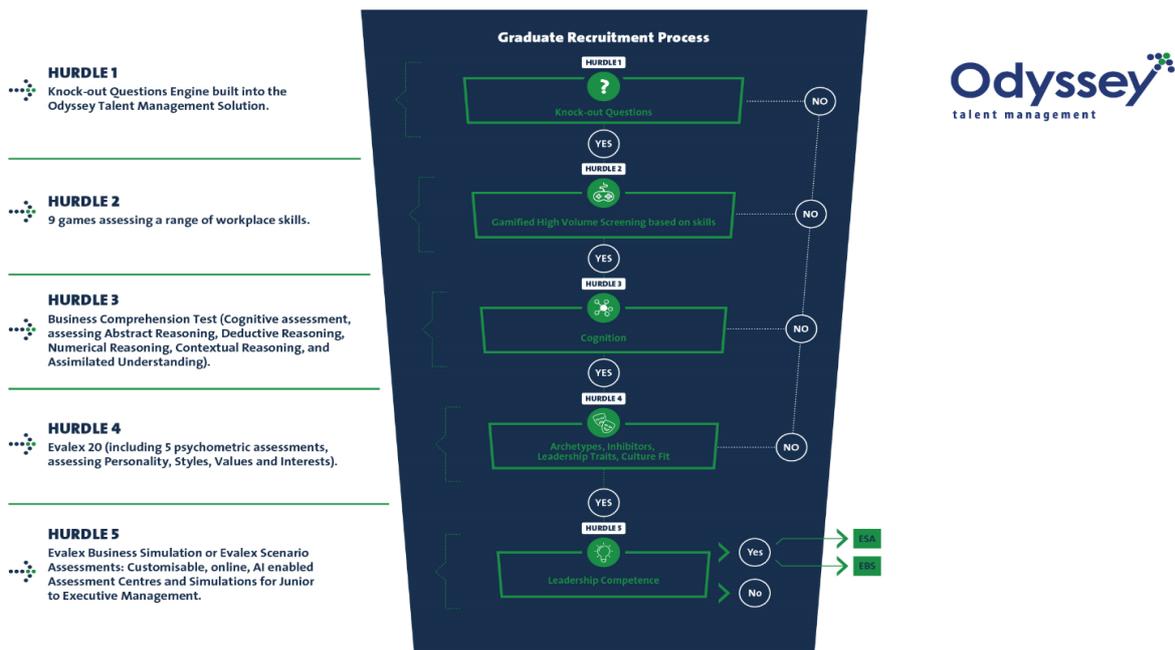
These issues are well-summarised in the below infographic:



Although we knew that we had all the building blocks in our company toolkit, there was a need to customise our processes and solutions to assist AbInBev truly address these pain points

Together with our sister company, Evalex, we adopted a semi-automated “hurdling” solution, with 5 potential hurdles that AbInBev could adopt. The two key differentiators of this hurdling solution are:

- The solution is customisable – we can adapt the hurdles to suite the budgets and requirements of our various clients.
- The solutions combine the high volume, low touch capability of the Odyssey gamified assessments with the rigorous psychometric solutions and analytics of our sister company, Evalex, to offer a truly unique solution for our clients.



AbInBev adopted the following steps in their unique hurdle:



The combination of tools utilised in this funnel included a well-crafted list of pre-screening questions, which reduced the applicant pool from 33 000 applications to 15000 candidates who met the minimum requirements of the GMT program.

Following this, the gamified, smartphone enabled Odyssey skills games were used to identify the top 1% of candidates in each territory (roughly 638 candidates across the continent). To ensure that we were able to identify the top 1% of candidates in each territory, we developed a proprietary Graduate Algorithm Score (GAS) algorithm, which is a complex, weighted algorithm that constantly adjusts its cutlines based on the performance of all graduates who have taken our assessment, either globally or compared within each territory. This database is currently more than 40 000 candidates across the continent:

Odyssey Constructs and Games



<p>Problem Solving Problem Solving when no clear guidance is provided</p>  <p>Animal Game Dynamic Instruction Execution game requiring the use of broad guidelines to solve a problem</p>	<p>Instruction Assimilation Assimilate and execute work processes</p>  <p>Two different work simulation games Coding Instructions Process Instructions</p>	<p>English Communication Sentence construction Spelling Vocabulary</p>  <p>Three English Literacy Games Vocabulary Sentence Construction Spelling</p>	<p>Clerical Accuracy Accurate checking of clerical data capture tasks</p>  <p>Clerical Accuracy A game that demands clerical accuracy and attention to detail</p>	<p>Numeracy Addition Multiplication Division</p>  <p>Numeracy Game</p>	<p>Training Response How fast will the employee respond to on-the-job training</p>	<p>Productivity Speed and accuracy of execution of tasks and work processes – based on overall performance on all 9 games</p>
--	---	--	--	--	---	--

The top 638 candidates who successfully hurdled through Odyssey were asked to complete a series of rigorous online and AI enabled psychometric instruments:

HIGH PERFORMANCE PREDICTION MODEL THAT COVERS COGNITIVE, EQ, PERSONALITY, CULTURE AND LEADERSHIP DIMENSIONS

DIFFERENT ASSESSMENT TYPES
TYPES OF ASSESSMENTS



- Cognitive Assessments
- Personality Assessments
- Interest Assessments
- Leadership Competency Assessments
- Technical Competency Assessments

Including work styles and values



CULTURE FIT

Problem Analysis & Decision Effectiveness
• Analysis of issues
• Analysis of recommendations

EVALEX LEADERSHIP SIMULATIONS

Leadership in Client Management
• Consider issues, respond to sender, activate internally

Leadership in General Management Situations
• 10 items in basket

Leadership in Staff Management
• Consider issues, respond to sender, activate internally

Leadership in Project Management & Planning
• Project plan
• Design overall program system and process
• Design work breakdown

Through utilising deep psychometric constructs such as inhibitors, archetypes, culture fit and cognitive ability, we were able to ensure that AbInBev shortlisted 120 candidates who possessed true and varied leadership potential.

Additional highlights of this project included:

QUANTITATIVE

- **55%** candidates knocked out during screening
- **80%** completion rate of assessments
- Process shortened from **7 months** to **3 months**
- **30%** saving in recruitment and resource costs
- Top **1%** candidates identified
- The project provided not only 25 GMT candidates, but **140 candidates** with leadership potential, **120 strong candidates** for “specialist” roles, and a pool of hundreds other candidates around the continent who could be utilised in a range of other roles as and when required

QUALITATIVE

- **Robust system** and handled application volumes and conversion through hurdles
- **Conversion rates** from Odyssey, to psychometrics, to simulations effective to deliver required number of candidates for interviews
- **Randomised** question item banks, tracking atypical candidate behaviour, and introducing measures to ensure candidates are unable to work outside of the system reduced the chance for candidates to gain an unfair advantage and to “work in the grey”
- **Proactive** follow up with candidates increased completion rates
- **Detailed** trend analysis and data-mining was possible

Since first running this solution for the client in question, we have enhanced the solution in the following ways:

- We have adopted the same “hurdling” blueprint to other graduate intakes within AbInBev.
- We have continued to work closely with AbInBev and have constantly researched and modelled the psychometric make-up of high and low performers in the role, to enhance and refine the predictive power of our solutions. We offer this research at no extra charge, as we see it as an opportunity to improve the effectiveness of the solution we offer.
- We have developed a proprietary heuristics model which ensures that candidates being assessed remotely are unable to engage in a range of activities that would give them an unfair advantage over other candidates.

- We have further automated of the solution to make the process more efficient, to shorten lead times and to enhance the candidate experience.

We believe that our track-record and ongoing partnership with AbInBev provides excellent examples of how we collaborate and partner with our clients and assessment partners to understand the unique challenges facing our clients, and how we use this understanding to jointly design solutions to address these issues.

AbInBev Testimonial:

Good day Camila,

I would like to nominate Odyssey/Evalex for the Supplier Partnership Award.

The Odyssey/Evalex team played a critical role in refining and optimizing our selection process. By partnering with Odyssey/Evalex and using their online assessment process the ABInBev selection process for Global Management Trainees was reduced from 7 months to 3 months. By utilizing the Odyssey/Evalex assessment battery we've been able to further define and refine our candidate profile by utilizing the insights provided by the Odyssey/Evalex team. Country specific norming ensured that the top 1% of candidates were identified. In addition the assessment process is run completely online and optimized for countries with limited technology infrastructure. By utilizing the online process, we saved significantly on budget and resources and the project was delivered below budget.

The Odyssey/Evalex team is exceptional with their customer engagement. During peak periods they host weekly check-in sessions with the ABInBev recruitment team. In addition the team responded very quickly when they became aware of a syndicate operating in the online graduate application space. They were able to respond and optimize the system very quickly to identify suspicious behavior and block access when required.

Finally the Odyssey/Evalex team is invested in each candidate ensuring optimal conversion rates to deliver the required number of candidates for interview. They proactively follow up with candidates to ensure and drive increased completion rates.

Please let me know if there is anything else you need from Prenelle and I in terms of this nomination.

Kind regards

Rene Kohler-Thomas

Talent Acceleration Programme (TAP) Manager

T +27 11 881 8110 M +27 71 363 8614

65 Park Lane, Sandton, Johannesburg, Gauteng, South Africa