



# Realistic Job Previews

## Informing, engaging and winning best-fit applicants

### Why implement a Realistic Job Preview?

Recruitment and hiring is becoming more candidate-centric. It matters to applicants where they work and what the culture is like. That is why more and more companies are adding realistic job previews (RJP) to their hiring process. An RJP has several tangible benefits:

- ◆ Offers potential applicants the opportunity to gain a quick insight into life within a job role or sector so they can make an informed choice whether to apply
- ◆ Sets a realistic expectation of the job so interested candidates are likely to have a better fit with the company
- ◆ Influences retention (Barrick & Zimmerman): applicants who have a better understanding of a job tend to stay longer
- ◆ Saves time and resources by allowing large volumes of candidates to self-assess and decide whether to apply. Case studies show that use of RJPs increases the number of more suitable applicants
- ◆ Improves the candidate experience and customer loyalty. In many businesses, every potential applicant is also a potential customer. A positive and fun interaction leaves a great impression of your company

### How does an RJP work?

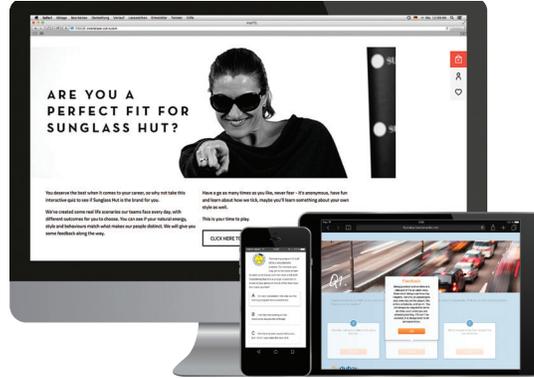
Potential candidates are presented with typical on-the-job scenarios and asked: what would you do in this situation? Feedback is provided immediately and is tailored to the response given by the person. The potential applicants not only learn about the day-to-day challenges and tasks of the role, but also find out if there is a good fit between the job and what they want to do. Those interested will be more motivated to apply and you will have started to engage with them early on in the recruitment process.

### Benefits

- Provides an interactive and fun learning experience that is available on smartphone, tablet or desktop devices
- Informs candidates about their suitability for the role and organization
- Encourages those aligned with your company culture and values to apply

## Efficient and Effective

Developing an RJP requires a close working relationship between the assessment designer and the organization. It takes skills and expertise to capture what makes the job and culture unique and appealing to the right people—and to then turn that into a fun and engaging set of questions with immediate and honest feedback.



We're here to empower results.

To learn more about RJP, visit [assessment.aon.com/rjp](https://assessment.aon.com/rjp) or email us at [assess@aon.com](mailto:assess@aon.com)



### Multiple Languages

The system, assessments and reports are available in many languages. Additional languages can be requested.



### Norm Groups

We continually update and add to the international and local sets of norm groups.

