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Susan Carnes
Sr. Dir., Bus. Comms & PR
APTMetrics
203.655.7779
SCarnes@APTMetrics.com

APTMetrics Launches New Cultural Dynamics Assessment Tool at 2019 Leading Edge Consortium

Culturally specific measurement system identifies candidates with the key knowledge, skills, abilities and other characteristics necessary to perform well, thrive and, ultimately, stay.

Darien, CT: October 24, 2019: APTMetrics today debuted their Cultural Dynamics Assessment (CDA) tool at the Society for Industrial and Organizational Psychology's 2019 Leading Edge Consortium, "Advancing the Edge: Assessment for the 2020s," at the Loew's hotel in Atlanta, Georgia.

The CDA tool uses unique cultural measurement dimensions and multiple delivery platforms to efficiently identify candidates who will align with, adapt to and shape current corporate cultures. This tool enables employers to: efficiently sort through high volumes of candidates objectively and fairly; minimize bias in hiring; provide candidates with a highly engaging and informative assessment experience; and impact the bottom line through reduced turnover and improved team performance.

"Candidates will truly enjoy this highly engaging, front-end screening tool that leverages immersive technology to measure essential, job-related characteristics," said Dr. John C. Scott, Chief Operating Officer, APTMetrics. "The CDA system also allows organizations to present a realistic job preview while gaining valuable, psychometrically sound information for making selection decisions," he said.

Additionally, the fifteen- to thirty-minute Cultural Dynamics Assessments feature: customizable and engaging graphical storylines that allow employers to learn about candidates, while candidates learn about the organization; flexible measurement constructs that can be adapted across multiple job levels or for specific roles; mobile-optimized content that results in detailed feedback reports for selection, onboarding and development.

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