



**cream.**  
OF THE CROP

## Company Overview

**Selection + Assessment**

**... BE INSPIRED**

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## 1.0 Who is CREAM of the Crop?

CREAM of the Crop is an HR and Recruitment Consultancy aiming to deliver both clients and candidates the very best of the best. We pride ourselves on being the CREAM of the Crop in everything that we do...

### 1.1 About Us

CREAM of the Crop was established in 2003. For many employers, the current labour market is proving difficult, due to the shortage of skilled staff. It is likely that this situation will continue to worsen. As a result of the reduced availability of suitable candidates, it is tempting to take on staff just because they happen to apply, rather than because they have the abilities and personality for the job!

With over 47 years experience in all forms of recruitment, CREAM of the Crop understands the dilemmas facing employers and can assist by screening candidates thoroughly before they commence, thus minimising the cost of staff turnover further down the track.

CREAM of the Crop is expert in:

- Candidate Sourcing, referral and profiling
- Job Matching
- Temporary Staff
- Permanent Placement
- Personality and ability assessment, including Emotional Intelligence and Motivational Questionnaires
- Executive Recruitment and Director / Partner assessment
- Internal staff assessment for development and succession planning purposes

Simply stated, CREAM of the Crop helps you get the best from talented people. We understand that when great people come together in the right environment, energy flows and great performance flows. Success is revealed in motivation, in above and beyond effort, and in financial results.

At CREAM of the Crop, we help our clients attract, select, engage, develop and retain the CREAM of the crop in their field. Put simply, we guarantee the best of the best!

## 1.2 Where we are

**CREAM of the Crop operates throughout Australia.**

We combine the aims of our business with local market and recruitment knowledge and delivery. Through the scale of our operations, we provide the efficiency of delivery and concurrency of approach, methods and systems, as the application of expertise amongst industries. Furthermore, we are able to combine this with our locally-based team servicing clients with specific expertise in both the HR and recruitment industries.

## 1.3 Selection + Assessment

CREAM of the Crop focuses on Selection + Assessment as the critical factors that influence the overall success of the business. We select only the very best – in fact, the CREAM of the Crop. If we wouldn't have them working in our business, you can be assured that we wouldn't send them to you. We also pride ourselves on the extensive range of assessments that we have available. Furthermore, you can ensure that the person is ready and able to do the job!

## 1.4 Thinkers + Doers

Our people are smart and down to earth problem solvers. We pride ourselves on being smart thinkers. We work hard at breaking down a problem into parts, to get the solution our clients and candidates are seeking.

**We are committed to a clever culture.** Our approach is non-adversarial and our service is both personal and professional.

Our groups combined experience of more than 47 years has enabled us to apply our original thinking and solutions to a broad range of industries.

## 1.5 Our Services

CREAM of the Crop provides a wide range of services and are definitely not limited to what they can do. With experience in all industries, we can provide you and your company with HR and recruitment advice in the areas of:

- Medical Admin
- Recruitment
- Temporary Staff
- Executive Placement
- Psychometric Assessment
- Project Design + Management
- HR Services + Solutions
- Performance Appraisal
- Career Counselling
- Competency Frameworks
- Succession Planning
- Management Systems

Furthermore, our selection process is detailed and extensive. Our aim is to make sure that you have the right person.

### *Taking the job order brief; job analysis*

CREAM of the Crop will work with our clients to undertake job analysis and establish a job description for the positions required. This will take the form of a consultancy service (included in our pricing), and will involve discussing the role, associated tasks and required competencies with relevant staff. CREAM of the Crop will work with any client to establish a relevant competency profile and ensure the psychometric tools to be used in assessment will measure these competencies.

### *Sourcing candidates; advertising*

At CREAM of the Crop, we pride ourselves on the range of highly-skilled and experienced candidates on our database. We have an ongoing candidate resourcing process whereby the best candidates in South Australia are identified for registration and placement. A thorough analysis of the relevant competencies of this group will occur prior to determining whether an advertising campaign will be required.

Given the current tightness of the labour market, it is probable that advertising will be required, as quality candidates do not remain on recruitment company databases for long periods. CREAM of the Crop will liaise with our professional advertising company to write, prepare and lodge an agreed display advert. The creativity incorporated at this stage will be very important in order to ensure our client is promoted in the very best light and to ensure appropriate quality and numbers of applicants apply.

#### *Receiving applications and candidate care*

CREAM of the Crop takes pride in promoting the highest level of candidate care at each stage of the recruitment process.

For general recruitment activity, CREAM of the Crop uses a structured online application form (accessed via our website). For senior and executive roles we prefer to receive resumes either via email, fax or post as this provides a much personalised service.

CREAM of the Crop will keep a record of all resumes received, so that all applications can be acknowledged. Documentation acknowledging a person's application may include:

- Unsuccessful letter to unsuitable candidates
- Invitations to partake in the next stage of the recruitment process

#### *Creation of candidate database*

Candidate details will be recorded in CREAM of the Crop's sophisticated database system 'Campaign Manager'. Relevant successful candidate details can be provided electronically to our clients. This may assist our clients to establish personnel records at a later point.

#### *Telephone interviewing*

After reviewing the resumes, CREAM of the Crop will contact suitable applicants and conduct a telephone interview against the competencies identified in the initial consulting process of this recruitment project.

### ***Assessment Centre***

Following from the telephone screening, suitable candidates will undergo psychometric testing using internationally regarded SHL assessment tools.

Assessment Centres will be designed to optimise candidate performance in a standardised, objective setting thus maximising the reliability of scores. It is vitally important that all aspects of test administration are standardised including:

- Test room conditions
- Timing systems
- Scoring
- Instructions
- Content
- Interpretation

All CREAM of the Crop staff are accredited to run assessment centres. In fact, Director Simon Jones provides accredited Test Administration training in South Australia to other recruitment companies and psychological consultants.

A comprehensive range of potential assessment instruments have been outlined in this document. Further job analysis will determine the specific tools to be chosen for each occupation.

### ***Behavioural Interviewing***

Behavioural Interviewing focuses on past behaviours as a means of predicting future job performance. Having an objective scoring system enhances the interviewer's impartial assessment of the candidate's capabilities.

Unlike informal interview techniques, behavioural interview responses can be scored and compared objectively, improving the overall validity and reliability of the interview as a predictor of future job performance.

Following the results of the psychometric assessment, CREAM of the Crop will shortlist candidates and conduct a detailed face-to-face behavioural interview which will ask candidates to describe and discuss situations in which they demonstrated the competencies required for roles within our client's position. This interview is objectively scored.

***Reference Checking***

CREAM of the Crop will conduct 2 reference checks for each candidate and, using a structured form based on the competencies of the position, validate the information gathered about the candidate at various stages of the selection process.

***Security/Police Checking***

Should security or other checks be required, CREAM of the Crop can arrange this. However, it is not included as standard procedure in our recruitment process and so additional costs would be incurred.

***Functional Capacity Evaluation***

Should medical assessment be required, CREAM of the Crop can arrange this using highly qualified and experienced professionals. However, it is not included as standard procedure in our recruitment process and so additional costs would be incurred.

***Written Reports***

CREAM of the Crop will provide any clients with a detailed written report on each short-listed candidate to assist them to make the final selection decision. This report will include a selection matrix, which will provide a summary of psychometric assessments conducted; providing information relevant to areas the candidate has performed well or poorly, in, as well as the information gathered from the personality assessment. This information will be very useful for making selection decisions, particularly for borderline cases and in providing pertinent feedback to candidates.

**Unbundled Services**

<b>Service</b>	<b>Description</b>
Mail Box Service	Receive responses on behalf of client and ensure confidentiality and forward daily without action.
Advertising	Prepare and place press advertisements on behalf of client
Ad Response and Pre Screening	Receive applications to advertising and screen CV's against criteria and shortlist suitable candidates
Telephone Screening	Prepare and conduct a pre-interview telephone screening against criteria. Shortlist suitable candidates
Interview and Assessment Design	Prepare in line with client the competencies to match criteria. Design appropriate recruitment methodology. (i.e. telephone screening, behavioural interview, assessments and reference checking)
Behavioural Interviewing	Conduct Behavioural Interviews for potential candidates and provide summary
Group Activity / Exercise	Prepare and conduct a group exercise of 1 hour duration to help assess group behaviours such as; communication, group interaction, leadership, problem solving.
Reference Checking	Comprehensive checking in line with a specific position
Psychometric Testing	Conduct appropriate assessments: provide interpreted report to client. (Please ask as there are various assessments we utilise. i.e. Skill Check Identity, SHL etc)
Skills Assessments	Cream of the Crop can offer a wide variety of assessments. These include Software Application skills, Clerical and Specialist skills, Aptitude testing, Behaviour Profiling, Cognitive, Call Centre and tailored assessments. (in house)
Candidate Feedback	Provide verbal feedback in relation to the service /process received by the candidate on behalf of our client.
CV Writing and compilation	Individual CV writing or updating. Group training on CV writing.
Career Guidance	This is recommended for anybody who is unsure of their future career direction
Interviewing Skills	Guidance provided in behavioural interview skills — undertaking an interview