

## Case Study: Queensland Newspapers Pty Ltd

### *Delivering value through Benchmarking*

#### The Client

Queensland Newspapers is the leading newspaper company in Queensland and the publisher of The Courier-Mail and The Sunday Mail. It is a News Limited company and thereby a member of one of the world's largest and most innovative media companies, News Corporation.

#### The History

A number of years ago, Queensland Newspapers identified a need to refine their recruitment and selection process for Advertising staff and selected TestGrid to conduct a benchmark study using the Apollo Work Styles, Values and Motivation Profile to identify the extent that 34 behavioural factors had in differentiating between high and low performers with their business model.

From this study, TestGrid, in consultation with Advertising Managers were able to create a benchmark norm based on the factors required to be a high sales performer within Queensland Newspapers.

#### The Results

By implementing Apollo into the recruitment process, candidates are now measured against the Queensland Newspapers benchmark to better understand their potential to succeed within the organisation.

The implementation of this process has streamlined selection processes by ensuring candidates are within close range to the Queensland Newspapers benchmark. Overall Queensland Newspapers have found that the quality of sales people hired has improved as a result of ensuring greater fit with the qualities being sought.

In addition to the Apollo profile sales candidates also complete Verbal Reasoning, Numerical Reasoning and Abstract Reasoning assessments. The combination of these along with the Apollo Profile give Managers a well rounded assessment of the prospective candidate and their capabilities.

"Whilst it has added time to the selection process it remains a worthwhile investment. The flexibility and ease of completing the test from home reduces the need for candidates to come onsite and the immediate response with results in such a tight candidate market helps Queensland Newspapers to make a well informed decision very quickly.

Overall the use of the Apollo profile within the organisation has greatly improved the selection process to ensure Queensland Newspapers selects the right candidate for the job." Kate Aitken, Human Resources Manager – Queensland Newspapers Pty Ltd

Prepared by: TestGrid

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