



Case Study:

WoodGreen Community Services

WoodGreen Community Services, a large social service agency, offers free employment training programs for job seekers at three locations in Toronto. In 2020, the agency launched a new initiative, Accelerating Possibilities – Creating Pathways to Employment in IT and Insurance. The goal of the year-long, multi-faceted program is to “decrease income volatility and optimize employment for mid-career workers” amid technology and labour market changes.

PARTNER SNAPSHOT



1937

Founded in

37,000

People served each year

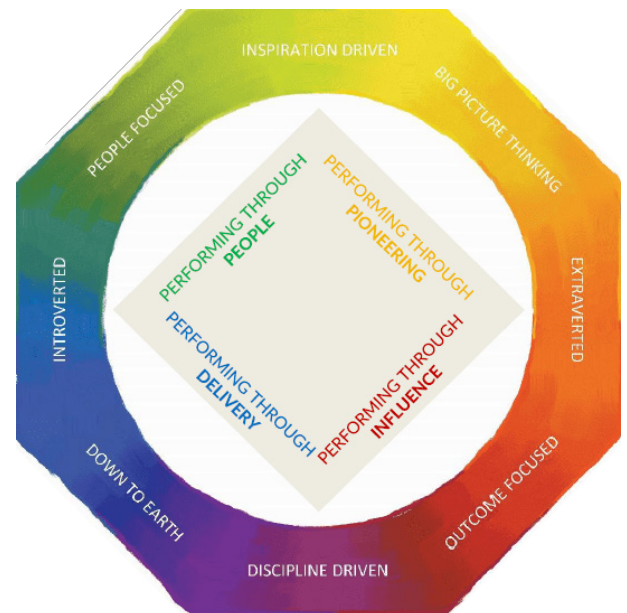
THE CHALLENGE

"I wanted to be able to see whether or not we could use personality as a way of predicting successful performance of a job—independent of education, training and experience—because we want to be able to help clients with barriers move into new work as successfully as possible," says Sonya Goldman, Manager, Workforce Development at WoodGreen. "If we could show that there was a predictive relationship between personality and fit for a job, then maybe we could open a lot more doors ... and hopefully create more opportunities for clients."

MAGNET SOLUTIONS

Matching personalities to the right career path

Magnet partnered with WoodGreen on the Accelerating Possibilities workforce development project. The initiative offered unemployed and underemployed individuals with at least 10 years of work experience the opportunity to participate in one of three job training streams. There were two technical streams, training for data analysts and UI/UX designers, and a third stream for insurance advisors developed in partnership with TD Bank. As part of the assessment process, WoodGreen's workforce development team used Magnet's ALiGN tool to assess clients' personality fit for the three different pathways to employment offered by the program. "All of the prospective program participants created Magnet job seeker accounts and completed a Lumina Spark assessment," says Jessica Dubelaar, a project manager at Magnet. The assessment, used in conjunction with other tools, helped WoodGreen's workforce development team advise applicants which training stream to consider.



PROGRAM HIGHLIGHTS

145

Total number of clients who took the ALiGN Personality Test

32

Total accepted for Web Development Bootcamp

56

Total accepted for Data Analytics

57

Total accepted for Insurance Advisor

CASE STUDY: WOODGREEN COMMUNITY SERVICES

"We wanted to do a much better job of assessing clients, not only for our own understanding of them, but also for them to have a sense of their skills, aptitudes, and personality, so they can plot a better course in the future."

— Sonya Goldman
Manager, Workforce Development at WoodGreen

The Results

The ALiGN assessment was a useful tool for WoodGreen's workforce development team.

"The platform was set up to help our clients see whether they were a high, medium or low fit with different occupations," says Goldman. "That allowed us to do some more meaningful employment counseling with each person, and allowed us to see how they would fit into one of three different training and occupation streams in our project."

There were also promising indicators that personality-based assessments could be highly effective as technical aptitude and logical reasoning tests in determining fit for certain jobs. "With the web developer role, for example, there was a more than 80 percent correlation between the findings of the ALiGN assessment and WoodGreen's more traditional assessments," says Dubelaar. "It was great to see the potential for the benchmarks to be able to help determine who would be a good fit for this type of upskilling program."

Applicants who were not accepted into the upskilling program or their stream of choice could still incorporate the findings from the Lumina assessment into their professional profiles, and continue their job search on Magnet.

INTRODUCTION TO ALIGN

ALiGN is an innovative, personality-based approach to employment connections developed by the Ontario Tourism Education Corporation (OTEC) and powered by Magnet. Using a personality assessment, ALiGN guides job seekers to opportunities based on personality attributes rather than skills and experience. The ALiGN tool helps job seekers better understand how they can apply individual strengths and preferences to their career, and communicate those skills and qualities to potential employers.



Supported by

This project is funded in part by the Government of Canada and the Government of Ontario



MAGNET.TODAY | For more information, and to get started, contact Magnet at: info@Magnet.today