



Not All Data is Created Equal

When it comes to making important people decisions, objective data is key. But not all types of talent data have equal value. The table below compares common sources of talent data across four attributes (sorted by 'Value to Business'), to help understand how the different ways of measuring talent can affect business outcomes.



Value to Business
Value of the data to the business over extended periods of time.



Predictive Power
Accuracy and relevance of data to predict intended outcomes.



Time to Capture
Ease and time to collect the data about candidates or employees.



Potential Bias*
Likelihood of the data to be biased.

For these ratings, SHL's science team reviewed numerous recent reliable and peer-reviewed research and validity studies. The results of these studies guided the overall rating for each data source on different metrics.

Source of Data	Value to Business	Predictive Power	Time to Capture	Potential Bias*
Personality Tests	High	Medium	Moderate	Low
Skills Assessments	High	High	Moderate	Medium
Cognitive Tests	Moderate	Medium	Moderate	High
Interviews (Structured)	Moderate	High	Moderate	Low
Assessment Centers	Moderate	Medium	Slow	Medium
Self-Identified Skills	Moderate	Medium	Fast	High
AI-Inferred Data	Low	Low	Fast	High
Interviews (Unstructured)	Low	Low	Moderate	Medium
Resumé / References	Low	Low	Fast	High

*Combining multiple data sources can reduce potential biases against certain demographic groups.

Learn more about how our assessment science can provide reliable data to power your decision-making.

