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# Strengths, Skills and Selection:

The employment  
challenges facing  
our students

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**Cappfinity**

# Introductions

**Cappfinity**





**Founded in 2005**

Team of 200+



**250 clients**

in 80 countries with 98% retention



**18 years**

of behavioural science research, 30+ I/O Psych's



**USP**

Measuring skills though performance and motivation



**Forbes**

**FASTCOMPANY**

**WSJ**

**Reader's Digest**

**HR.com**

**WIRED**

# Helping organisations across all industries //



Is a skill a strength?



**Capability**  
THE CAN

+



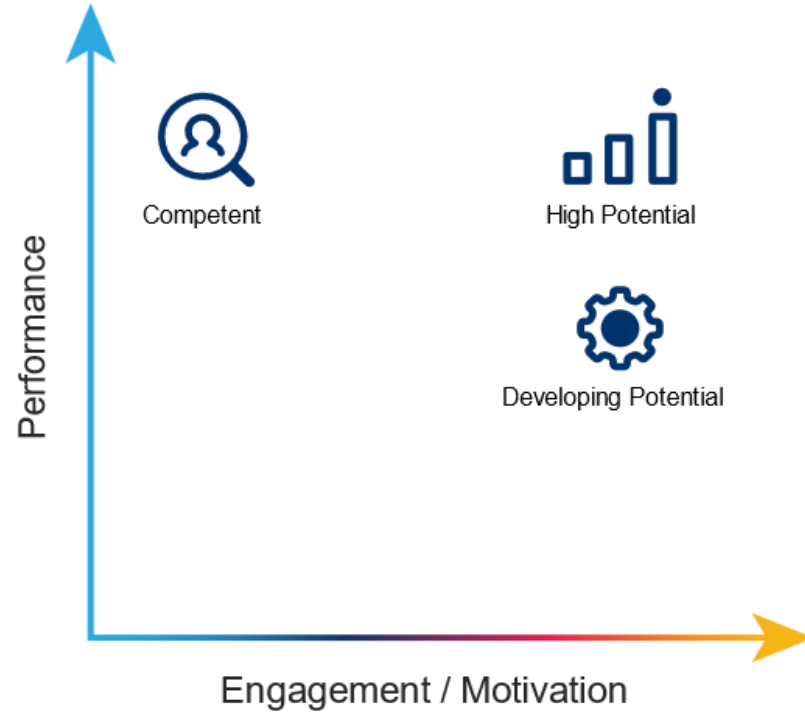
**Motivation**  
THE WILL

=



**Strength**

## Skills and potential //



When there is **performance** and **motivation**,  
a skill becomes a strength and potential is realised

**What we can see**

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## Gen Z is now 'The Pandemic Generation' //





Research conducted in 2021, early careers starting new roles remotely during the pandemic

**Generational differences**

“them vs us”  
language, different  
working  
environments

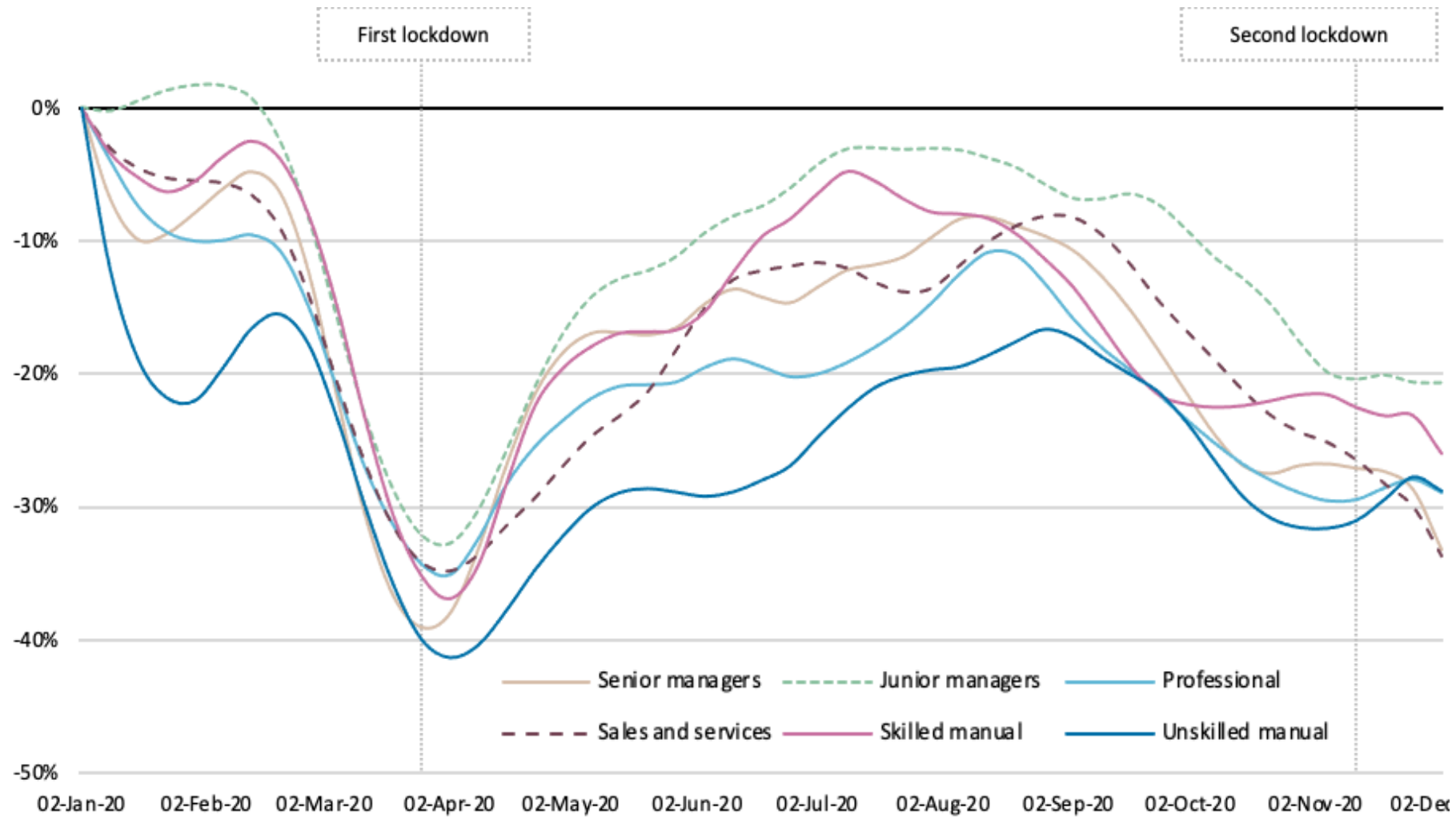
**Learning**

Time management  
and organisational  
skills,  
Communication,  
Agility

**Wellbeing**

Feelings of  
isolation, lack of  
managerial  
communication,  
boundaries

# Time trends tell stories //

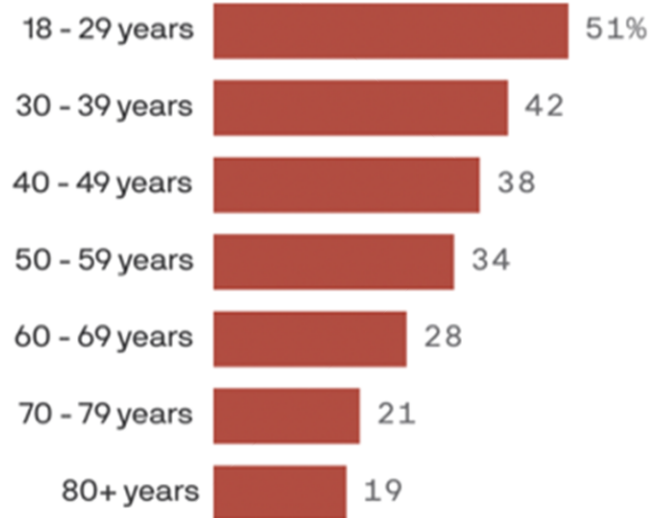


## Impact on mental health //

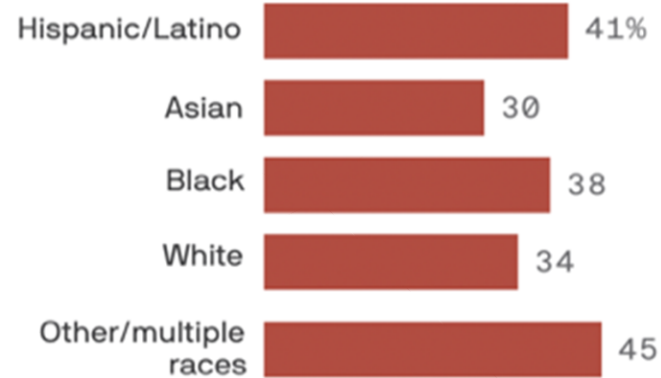
### Percentage of population who have reported symptoms of anxiety or depressive disorder

Survey of U.S. adults conducted between April 23, 2020, and October 11, 2021

#### By age group



#### By race/ethnicity



Data: [CDC](#); Note: Asian, Black and white respondents identified as non-Hispanic and are of a single race; Chart: Jacque Schrag/Axios

## The majority of students & recent graduates have experienced mental health difficulties

**4 in 5**

students have experienced mental health difficulties.

Directly touched by mental health experienced at least three indications of **negative thinking or behaviour** in the last 12 months

OR

experienced **suicidal** feelings

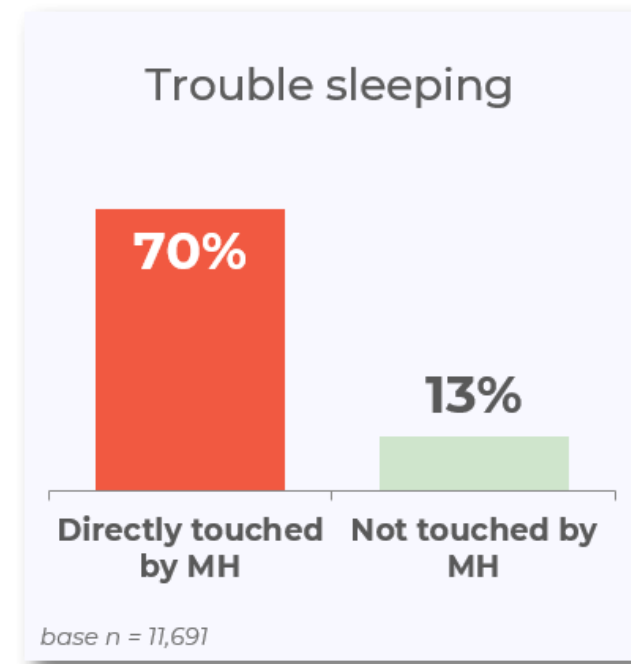
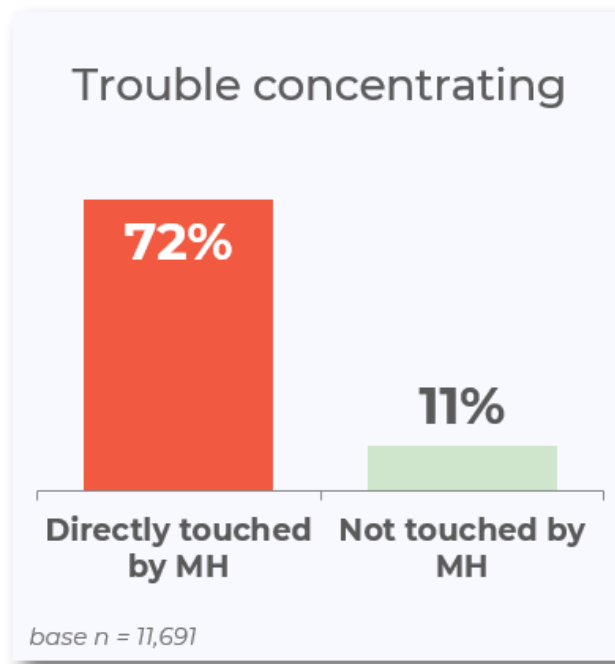
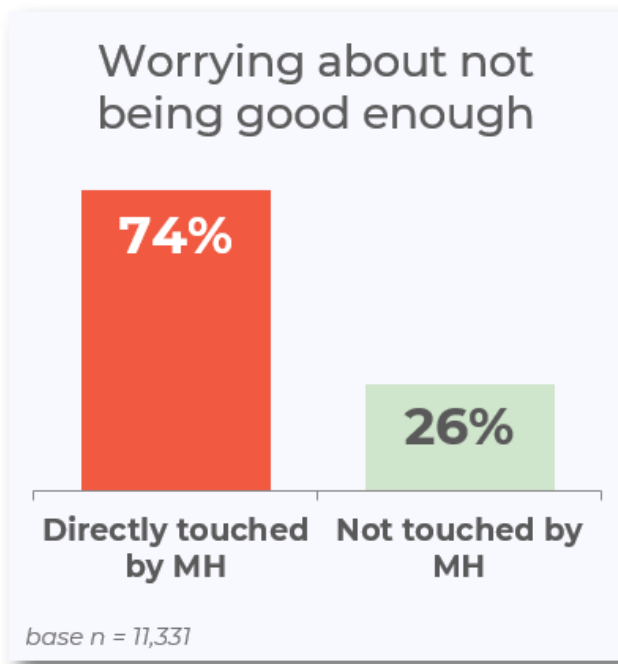
OR

experienced mental health difficulties in the **past**

OR

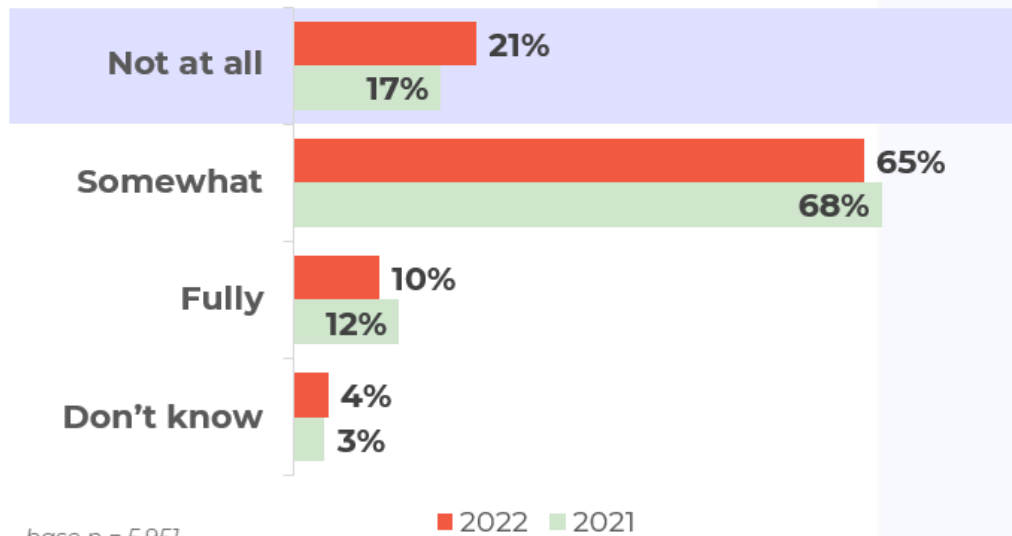
**currently** experiencing mental health difficulties

## Biggest impacts on mental wellbeing



## Covid continues to negatively impact most students' mental health but less than last year

Students whose mental health has declined:  
is this due to COVID?



**3 in 4** students say  
Covid negatively impacted  
their mental health

**1 in 5** said it had no  
impact at all

## Your own experience //



What are you seeing in terms of student wellbeing?



What are your students telling you about their confidence?



How are you responding to these changes?

## What we can see //

### Candidates

Increased mental health challenges

Reduced confidence in employment skills

Increased access to AI

Covid impact on social mobility, interview poverty

Education

### Organisations

Fear over candidate cheating

Removal or reduction in academics

Poor links between recruitment and development

Increased in reneges



## Skills categorisation //



### **Cognitive capacity**

Numerical  
Verbal  
Logical



### **Behavioural**

Analysis  
Resilience  
Learning Agility



### **Acquired knowledge and application**

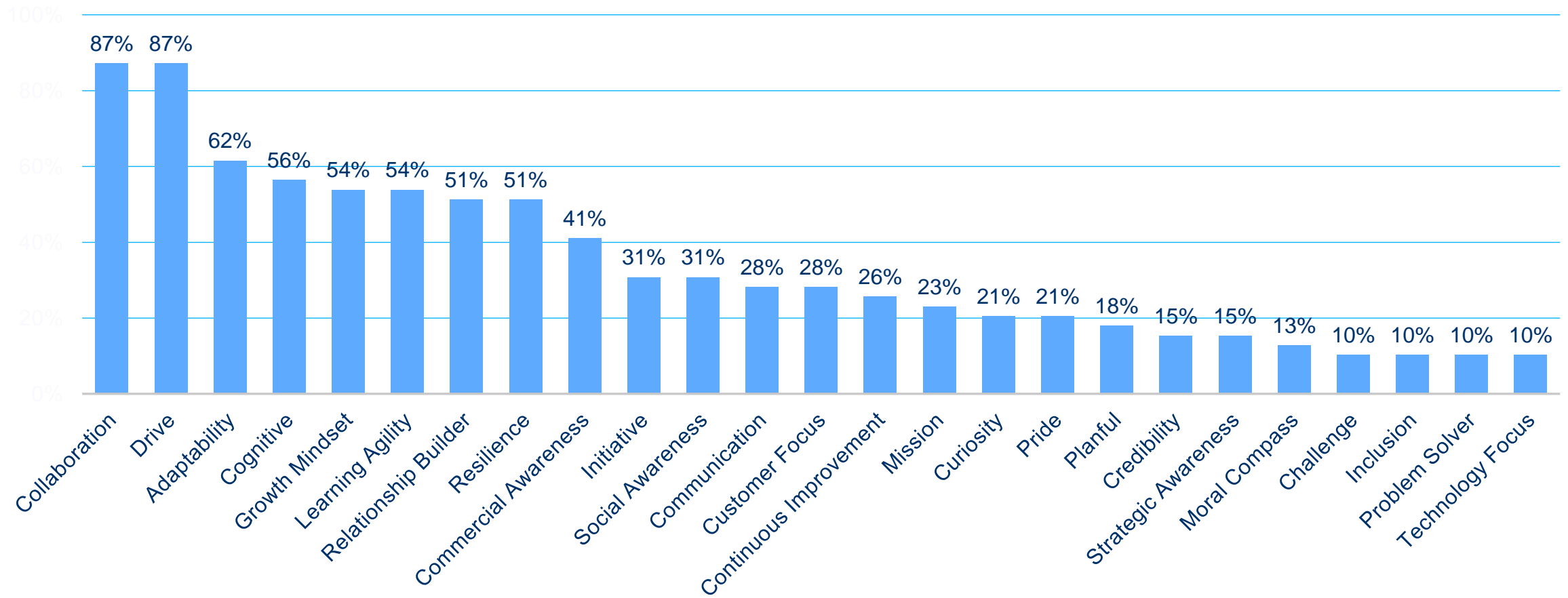
Coding C#  
Salesforce  
Excel

## Skills across a decade //

60+  
organisations

15+  
sectors

2m+  
applicants



# What other universities are doing

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University College Dublin // Future skills delivered through Virtual Reality



## Virtual Reality feedback collected //

The first thing we asked was around the 3Cs –

### Clarity, Competence and Confidence

#### Clarity

**92%** said their understanding of work had improved

**100%** of participants said their understanding of client projects had improved

#### Competency

**92%** said their business acumen had improved

**92%** said their tech acuity had improved

**83%** said communication had improved

**92%** said the programme had made them more curious

#### Confidence

**83%** said they were more confident using Tech

**100%** were more confident attending meetings than before the programme

Rated their confidence at presentations **8/10** up from **6** before the programme

**3.5k**

students took a  
Strengths Profile  
for the first time

**4.5k**

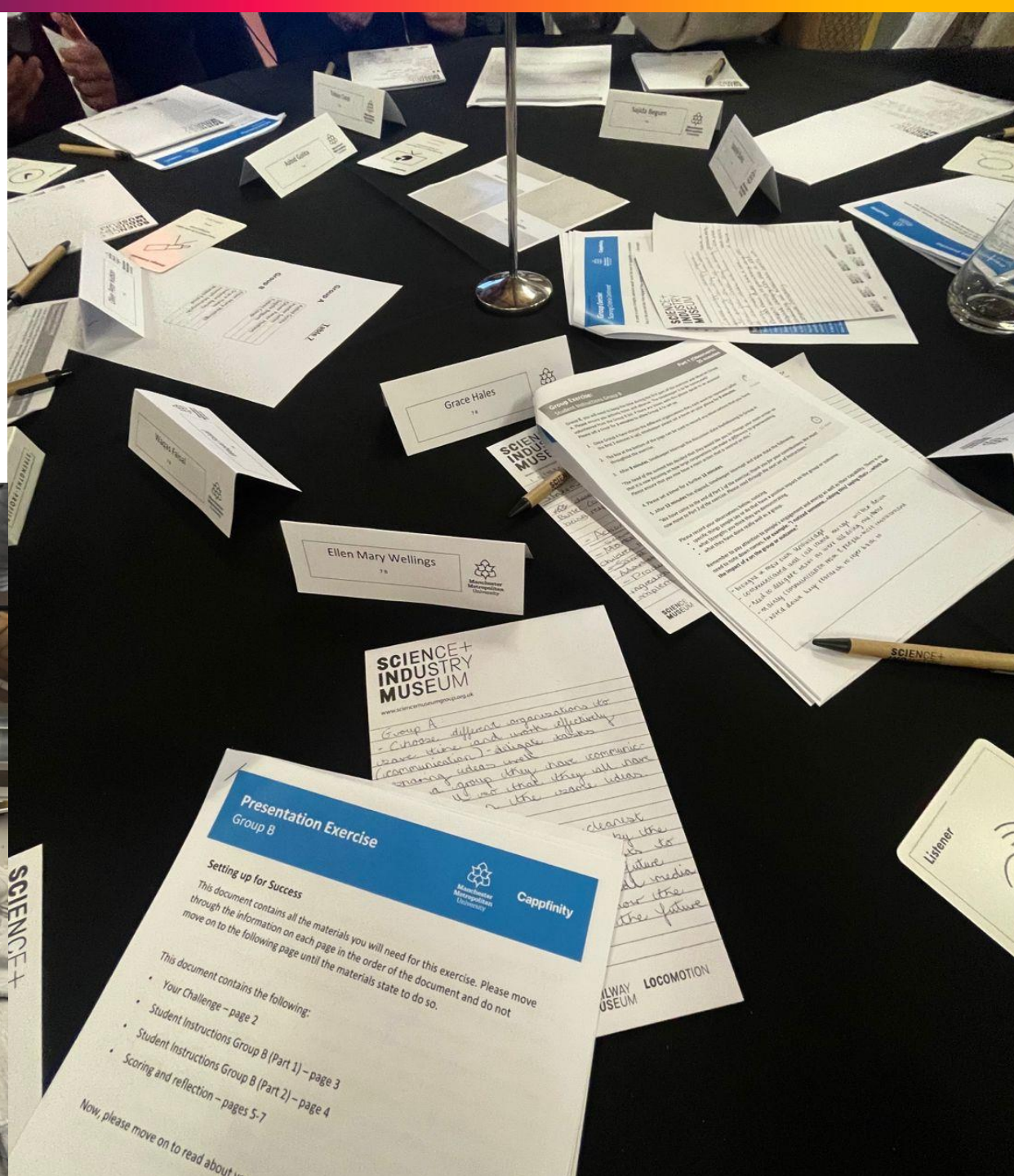
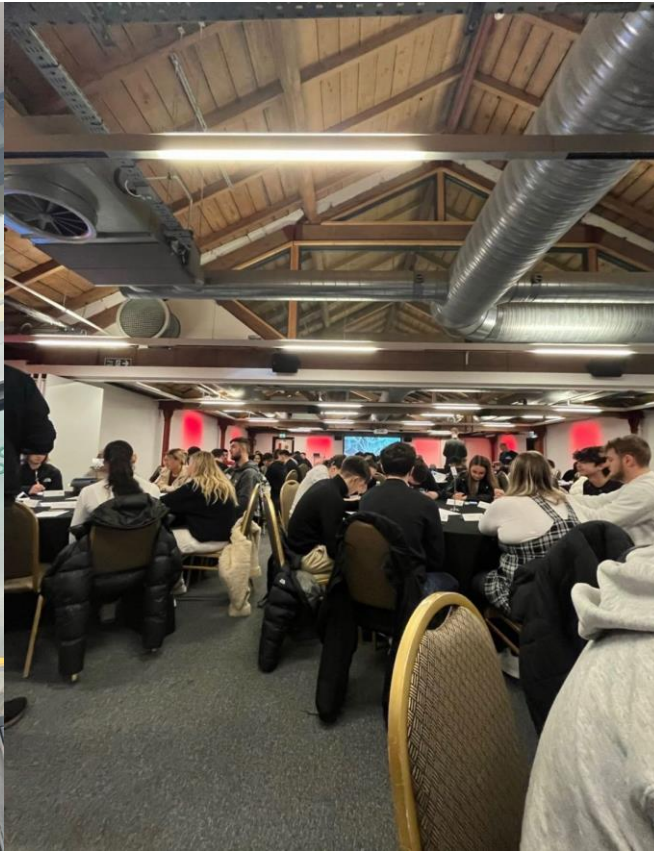
students engaged  
with strengths in  
their studies

**87**

staff members  
accredited in  
Strengths Profile

# Manchester Metropolitan University in 2022 //

1,000 Second Year students through Strengths-based AC in 2022



The background is a solid blue gradient. On the right side, there is a network diagram consisting of numerous small blue dots connected by thin white lines, forming a complex web-like structure. In the lower right corner, there are several overlapping circles of varying sizes, some in a lighter blue and others in a darker blue. The overall aesthetic is clean, modern, and tech-oriented.

# Thank You

Any questions?

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