

# Workforce Connections

## A Traitify Case Study

*Traitify, a quick and accurate online personality assessment and career charting tool, helped Nevada residents match their personality and interests with ideally suited careers and jobs.*

### **ORGANIZATION OVERVIEW**

Workforce Connections oversees Southern Nevada’s Workforce Development Area. They connect employers to a ready workforce, and connect job seekers to job opportunities and career resources.

### **THE CHALLENGE**

Workforce Connections wanted to improve client service, engagement, and job retention numbers in their region. The Workforce Innovation and Opportunity Act requires workforce development boards to support job seekers with their job search, career counseling and job training. Workforce Connections knew that innovative technologies could help facilitate improvement.

### **THE SOLUTION**

The Traitify visual personality assessment and career mapping tool from Monster Government Solutions provides Southern Nevada residents with a fast, engaging personality assessment tool that integrates results with careers, jobs, and education/training resources.

Job seekers are provided Traitify in various locations, including on kiosks in waiting areas and resource centers, and at over two dozen organizations that provide contract services to Workforce Connections. It’s also available online and on Workforce Connections’ Mobile One-Stop which can go on the road and visit external sites.

Additionally, we worked closely together with Workforce Connections on an ongoing basis to customize the Traitify tool to meet Workforce Connections’ specific requirements around integrating additional career resources and deployment across a wide range of contracting service providers.

### **THE RESULTS**

Workforce Connections career coaches now have a better understanding of their clients’ interests and career goals, and Nevada residents have access to a career resource which is quick and effective. Traitify quickly provided a fun initial engagement that brought a new sense of energy to the career planning process, which resulted in 1,000 career assessments taken in the first three months that the tool was available.



### HIGHLIGHTS



Assessment completion rate of 97%



Over 1,000 assessments taken in the first three months



Deployment throughout the comprehensive One-Stop Career Center and all of the One-Stop affiliate sites.



Workforce Connections’ Mobile One-Stop

*“With minimal upfront time investment, the assessment gives our clients valuable Labor Market Information before their meeting with the Career Coach. It helps the Career Coaches better understand their client and initiates a productive Career Pathway conversation. Together they can quickly focus on the specific training and/or employment needs of the client.”*

– Paula McDonald, Program Director, HELP of Southern Nevada

Learn more about Traitify: [monstergovernmentssolutions.com/markets-solutions/state-local/products/traitify](http://monstergovernmentssolutions.com/markets-solutions/state-local/products/traitify)  
contactMGS@monster.com • 317.616.5163