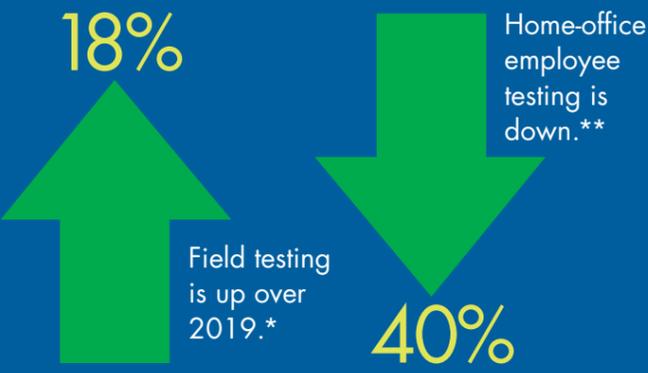


# The Story Behind the Numbers:

## Recruitment and Testing Trends in the COVID-19 Downturn

As pandemic-induced uncertainty and economic fragility persist throughout 2020, it is clear that no corner of the world, or any business, has remained untouched. One area of particular relevance to the financial services industry is assessment test activity: How have candidate interest and company recruiting fared against the backdrop of heightened unemployment and fully remote interactions? This LL Global analysis of its extensive, proprietary industry testing data provides a snapshot of the situation for the first six months of the year in comparison to other data sources.

### Two Sides to the Story



\* For January through June 2020, year-over-year, for a constant group of companies using the nonstudent version of the Career Profile+ assessment.  
\*\* For January through June 2020, compared with the same period in 2019.

### A Consistent Theme

As seen during prior economic downturns:

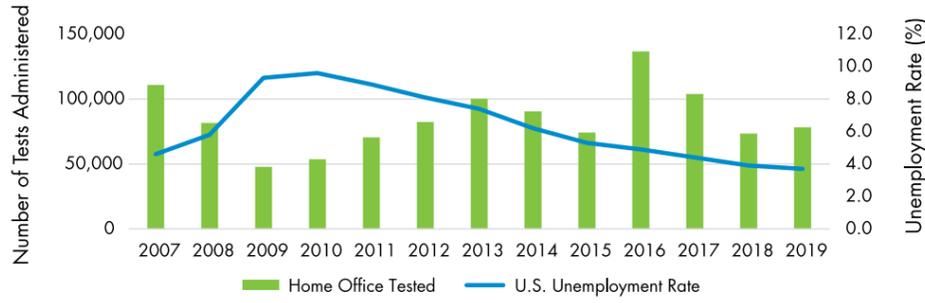


**Home offices reduce testing** as they cut expenses, hire fewer people, and (possibly) institute layoffs.



**Field offices test more candidates** for sales positions — since more people are open to the field sales role when unemployment rises.

### Employee Testing by U.S. Unemployment Rate



### Field Testing by U.S. Unemployment Rate

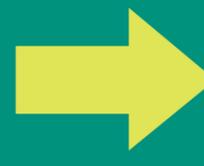


### Quantity Over Quality



There has been an increase in the number of individuals passing our assessment that measures readiness for a financial services career.\*

\* LIMRA's Career Profile+ data.



This gives recruiters a larger pool of qualified candidates to choose from.



However, on average, the expanded candidate pool for field sales roles is less likely to fit the successful sales rep profile.

#### WHY?



More candidates are sourced from internet job boards, which attract large numbers of applicants who may apply somewhat indiscriminately. This “cold” (not personal) source consistently provides less-qualified candidates — especially when compared with “warm” (personal) sources. Someone known to a current sales rep or recruiting manager, for example, is more likely to have some attributes associated with success.

### Where Do New Candidates Come From?

Industries suffering the most job losses in the current downturn, such as:



Hospitality



Transportation



Health Care

### The Bottom Line



The increased number of people entering the recruiting funnel **does not necessarily translate** into more recruits brought into the industry.



Number of recruits contracted is down from 2019.\*

\* Source: LIMRA's Career Agent Recruiting Study, comparing the first half 2020 with the first half 2019.



Onboarding may be delayed because current shutdowns hamper new-agent licensing and background checks.<sup>1</sup>



Companies may be holding back on making new hires because they feel the current environment makes it very difficult for them to get started.



Second-half recruiting numbers may be more robust, as companies are working to keep candidates engaged in the process until they can move forward.

### To Learn More

Our team of assessment experts monitor both testing data and current trends to understand the industry recruiting environment. To connect with them, please email [talentsolutions@limraloma.com](mailto:talentsolutions@limraloma.com).