

## 2020 White Paper Competition

### *Using People Analytics to Connect Opportunity Youth to Employment*

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Pymetrics

This white paper illustrates how predictive talent analytics can connect disadvantaged youth to employment that fits. A field test was conducted using the pymetrics platform to match opportunity youth to five entry-level hospitality roles at Hyatt. Results suggest that behavioral game-based assessments are an effective way to engage disconnected youth. Approximately one-third of those invited completed the assessments, resulting in 221 youth assessed, 97% of whom matched to at least one role. Thirteen of these young adults have been hired to date for seven hotels worldwide. This paper highlights practical lessons learned and areas for future research and application.