

USER GUIDE

PREDICTIVE MODEL – FUNCTIONS

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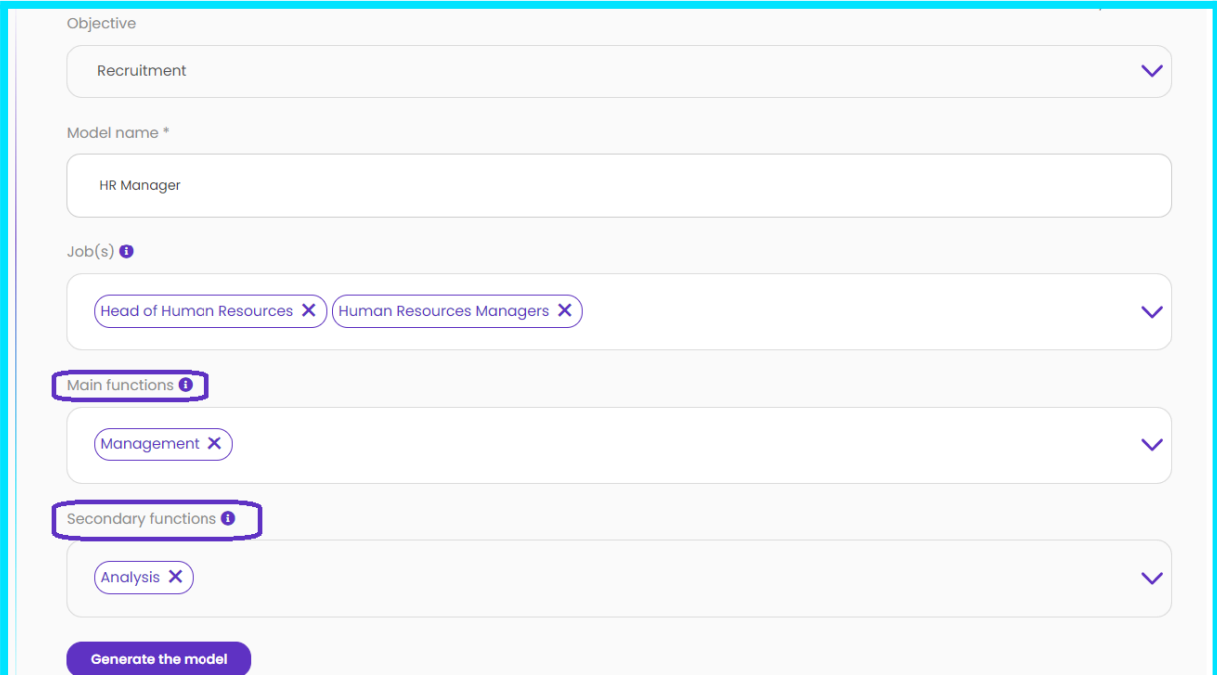
Table of Contents

Introduction	3
List of Functions	4
Contact us	8

Introduction

Functions are equivalent to an occupational category. They help you to define jobs differently, with a shared set of soft skills. For example, you can add a sales function to the job of Human Resources Manager to highlight its sales skills.

This guide will help you understand the various job functions available in our predictive analytics tool, the **PREDICTIVE MODEL**. When creating a predictive model, skills required for a job are generated by AI, and this generation is further refined when functions are associated with the job.



The screenshot displays a web interface for creating a predictive model. It features several input fields and a button. The 'Objective' field is set to 'Recruitment'. The 'Model name *' field contains 'HR Manager'. The 'Job(s)' field shows two selected jobs: 'Head of Human Resources' and 'Human Resources Managers'. The 'Main functions' field has one selected function: 'Management'. The 'Secondary functions' field has one selected function: 'Analysis'. A purple button at the bottom is labeled 'Generate the model'.

Field	Value
Objective	Recruitment
Model name *	HR Manager
Job(s)	Head of Human Resources, Human Resources Managers
Main functions	Management
Secondary functions	Analysis
Button	Generate the model

In the image above, 1 primary and 1 secondary function have been chosen to enhance the job search. In a **PREDICTIVE MODEL** campaign, you can choose up to 2 primary and 2 secondary functions, which when detected by the AI model will suggest the appropriate competencies and their corresponding importance levels.

List of Functions

Function	Definition
Accounting	In-depth analyses and accurate reporting of financial records and statements to ensure representation of a company's financial position. Includes jobs such as Accountant, Tax Specialist or Payroll Specialist.
Administration	Management of clerical work, people and resources to ensure that all departments are performing efficiently. Includes jobs such as Administrator, Office Manager or Administrative Assistant.
Agriculture / Farming	Activity related to the cultivation of plants and the raising of animals to produce food, fibres, energy products or raw materials. Includes jobs such as farmer, stockbreeder or agronomist.
Analytics / Data	Analyse and evaluate collected data and information to provide insight into the consumer, product and operations. Includes jobs such as data analyst, financial analyst and traffic manager.
Arts / Culture / Entertainment	The creation, production and distribution of cultural and artistic works and events designed to entertain, educate or thrill the public. Includes jobs as an artist, songwriter or producer.
Building / Construction	Building and developing structure or architecture by combining materials and parts. Includes jobs such as bricklayers, carpenters or foremen.
Communication	Creating and transmitting messages, developing communication strategies and managing public relations. This includes jobs such as communications specialist, public relations officer or press officer.
Community & Social Services	Support, guidance and development of individuals and communities to promote equal opportunities and support people in situations of vulnerability or exclusion. This includes jobs such as social worker or community coordinator.
CSR / Ethics	Work on the social, environmental and economic concerns of companies in their activities, such as well-being in the workplace, respect for the environment, business ethics and community involvement. Includes professions such as CSR manager or sustainable development consultant.
Culture & Heritage	Preserve, promote and disseminate tangible and intangible

	cultural heritage by managing cultural institutions and organising historical events. Includes professions such as museum curator, historian or archaeologist.
Customer Service / Support	Assisting with a product or service to customers through communication. Includes jobs such as customer service representative, technical support specialist or help desk analyst.
Cybersecurity	Protect networks, systems, devices and computer data from attack, damage or unauthorised access. Includes jobs such as cybersecurity analyst, information security manager or ethical hacker.
Data Science / AI	Collect, process, analyse and interpret large amounts of data to solve complex problems, optimise processes or discover new opportunities. Includes jobs such as data scientist, machine learning engineer or AI researcher.
Distribution	Wholesale and retail sales of a wide range of products to meet consumer demand while minimising costs. Includes jobs such as department heads, store managers or cashiers.
Editing / Journalism	Create and edit written content to correct errors and ensure clarity for communication and publication purposes. Includes professions such as content editor, investigative journalist or copywriter.
Education	Teaching and imparting knowledge and guidance to encourage learning. Includes professions such as high school teacher, physical education teacher or school teacher.
Engineering	Design and develop functional technical products by solving problems. Includes professions such as biomedical engineer, mechanical engineer or electrical engineer.
Entrepreneurship	Setting up and running one or more businesses, and striving to face risks and challenges to gain rewards.
Environment & Sustainable Development	Protecting the environment, managing natural resources and promoting sustainable practices in society. These include jobs such as environmental scientist, renewable energy engineer or forest ranger.
Fashion / Aesthetic	Creation, distribution and promotion of clothing, accessories, cosmetics and any other element contributing to personal appearance. Includes professions such as fashion designer, cosmetician or wardrobe stylist.

Finance / Auditing	Management of corporate or private funds, assets and investments, taking into account profits and budgets. Includes jobs such as wealth manager, auditor or investment banker.
Graphics / Designing	Produce commercial illustrations or visual designs of a product. Includes professions such as graphic designer, UX/UI designer or web designer.
Healthcare	Provide medical services and contribute to the diagnosis, treatment, care and prevention of health problems. Includes jobs such as registered nurse, general practitioner or surgeon.
Hospitality	Reception, service and well-being of customers in various accommodation and catering establishments. Includes jobs such as hotel manager, receptionist or chef.
Human & Social sciences	The study, research and application of knowledge about human behaviour, interactions and social structures. Includes professions such as ethnologist, sociologist or philosopher.
Human Resources	Managing employees and benefits to ensure productivity while addressing internal employee issues. Includes professions such as human resources director, recruitment specialist or compensation manager.
Humanitarian	Provide immediate and effective assistance to populations in distress, victims of natural disasters, armed conflicts or humanitarian crises. Includes jobs such as head of humanitarian missions or medical coordinator.
Information Technology	Providing technical support and utilising computers for storing, sending, receiving and manipulating data. Includes jobs such as software developer, network administrator or systems analyst.
International Business	Management of import and export operations, foreign market penetration strategy, and compliance with international regulations. Includes professions such as international sales manager, global supply chain manager or shipping agent.
Law	Ensuring that the law is adhered to by providing compliance advice and legal support. Includes professions such as lawyer, judge or notary.
Local Business	Retail sales of products and services for immediate or short-term consumption, on a local scale. Includes jobs such

	as butcher, baker or wine merchant.
Logistic / Supply Chain	Coordinate the process of delivering products to maintain the balance between supply and demand. Includes professions such as supply chain analyst, logistics planner or inventory manager.
Management	Decision-making and leading subordinates to control operations and planning to sustain high efficiency. Includes jobs such as operations manager, project manager or product manager.
Manufacturing / Production	Contribute to the creation of products by processing raw materials using machinery and tools. Includes jobs such as production supervisor, boilermaker or industrial maintenance technician.
Marketing	Engage customers based on marketplace research and strategies that encourage buying behaviour. Includes professions such as marketing coordinator, SEO specialist or brand manager.
Military / Security / Public Order	Defence of national interests, protection of citizens and property, and maintenance of public order and safety. Includes jobs such as military officer, security consultant or police detective.
Organisational Strategy / Consulting	Advise and support entities in defining, optimising and implementing their strategy within their organisations. Includes professions such as management consultant, strategic planner or business analyst.
Personal Care	Supporting people in their daily lives, especially those with special needs due to age, health or special conditions. This includes professions such as nursery assistant, care assistant or educational and social support worker.
Project Management	Responsible for planning and delegating project tasks and monitoring progress to reach deadlines. Includes professions such as IT project manager, construction project manager or event project manager.
Psychology / Personal Development	The study of behaviour and mental processes of individuals, and the use of this knowledge to promote well-being and personal development. Includes professions such as clinical psychologist, career counsellor or life coach.
Purchasing	The sourcing, selection and acquisition of products required by a company. Includes jobs such as purchasing agent or procurement specialist.

Quality control	Quality control of products and services to satisfy customers and meet standards. Includes professions such as quality control inspector, quality technician or product quality manager.
Real Estate	Buying, selling, renting, managing and investing in real estate. Includes professions such as real estate agent, property manager or real estate appraiser.
Research and development	Investigate and explore theories to apply to scientific advancement and develop applications. Includes jobs such as R&D engineer, clinical research engineer or chemical researcher.
Sales & Business Development	Promote a company's business growth by increasing sales and expanding markets. Includes jobs such as sales representative, business development representative or commercial representative.
Tourism	Welcoming and accompanying foreigners as they discover a new place or culture. Includes jobs such as travel agent, tour guide or hospitality manager.
Training	Contribute to the learning process by providing courses that promote the development of new knowledge and skills. Includes jobs such as corporate trainer, fitness instructor or educational trainer.
Urbanism & Architecture	The discipline and art of designing, organising and structuring space to meet society's needs in terms of living, working, leisure and traffic. Includes jobs such as urban planner, architect or landscape architect.

Conclusion

When jobs and functions are chosen, a set of competencies that are key to the job (and function) in hand gets generated, and automatically an importance level is set for each of the competencies generated as shown below.

Objective

Recruitment

Model name *

HR Manager

Job(s) ⓘ

Head of Human Resources X Human Resources Managers X

Main functions ⓘ

Management X

Secondary functions ⓘ

Analysis X

Generate the model

Competencies + -

Analysis & Expertise ⓘ

- ☐ Analytical Thinking ⓘ
- ☐ Decision-making ⓘ
- ☐ Perspective Taking ⓘ
- ☐ Knowledge Sharing ⓘ

Communication & Influence ⓘ

- ☐ Listening Skills ⓘ

Management ⓘ

- ☐ Delegation ⓘ
- ☐ Promoting Change ⓘ
- ☐ Performance Management ⓘ
- ☐ Leadership ⓘ
- ☐ Managerial Courage ⓘ
- ☐ Mentoring ⓘ

Asset

Very important

Optional

Optional

Asset

Asset

Asset

Essential

Important

Very important

Essential

However, when the functions are not chosen, either the combination of competencies generated or the importance level of competencies to the job varies. In the example taken, we see that there is a variation in the importance level associated with the competencies generated, compared to the example above in which we associated functions with the job.

Objective

Recruitment

Model name *

HR Manager

Job(s)

Head of Human Resources

Main functions

Secondary functions

Generate the model

Competencies

Analysis & Expertise

- ☐ Knowledge Management: Optional
- ☐ Decision-making: Very important
- ☐ Knowledge Sharing: Asset

Communication & Influence

- ☐ Listening Skills: Asset
- ☐ Conduct of Negotiation: Optional

Management

- ☐ Delegation: Asset
- ☐ Promoting Change: Optional
- ☐ Performance Management: Essential
- ☐ Leadership: Important
- ☐ Managerial Courage: Very important
- ☐ Mentoring: Essential

Our referential includes 65 Competencies, and the AI picks the most relevant competencies for the job chosen in the **PREDICTIVE MODEL** Campaign. To know more about our competencies, please refer to our *Competencies User Guide*.

CONTACT US

Client Service: customer@centraltest.com

Training and Consulting: consulting@centraltest.com



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