



Recruit to Retain

MDBC HR EVENT

30 July 2025

Sounds familiar?

“

***She's a bit quiet –
not leadership
material***

”

“

***He reminds me of
myself when I was
younger – I think he'll
do well***

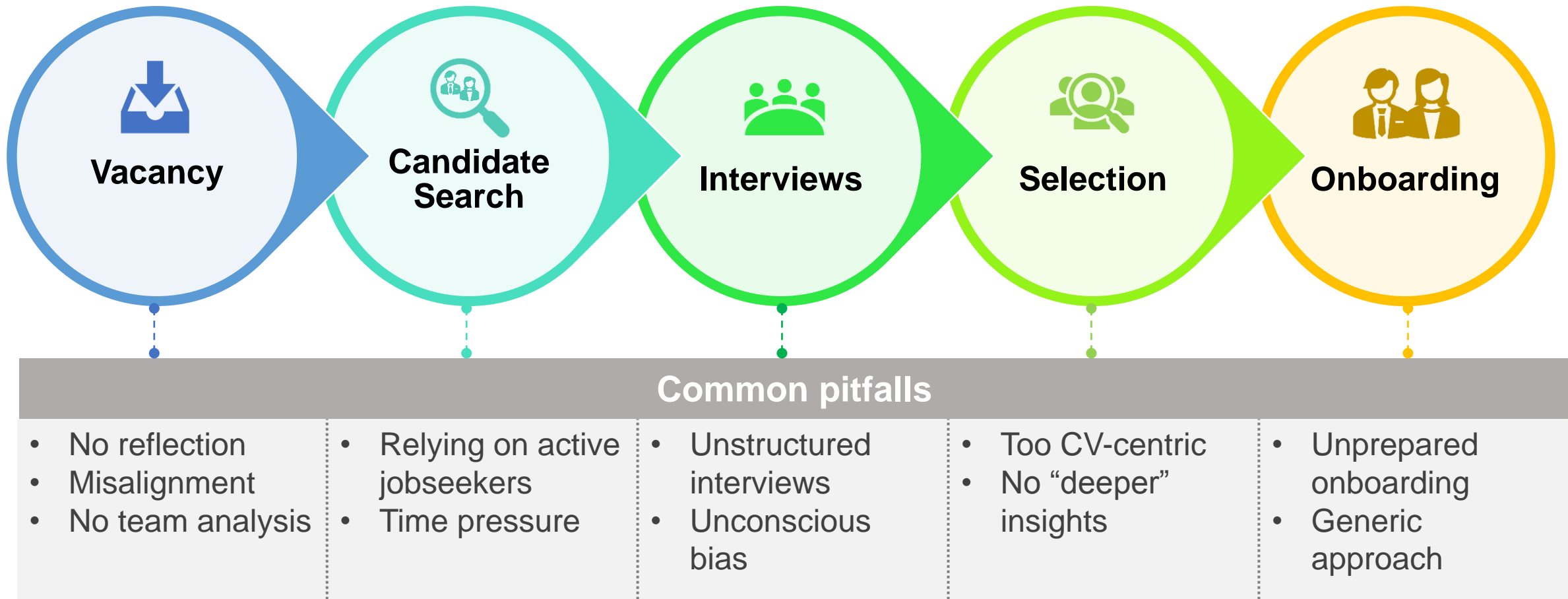
”

“

***He nailed his sales
targets, so we made
him the manager***

”

“We hired someone again...and six months later,
we were **back to square one**”



The Cost of Getting It Wrong

Direct Cost



Cost of a **wrong hire** in Malaysia:
3-9 months' salary

(Source: SHRM, JobsDB, MEF)

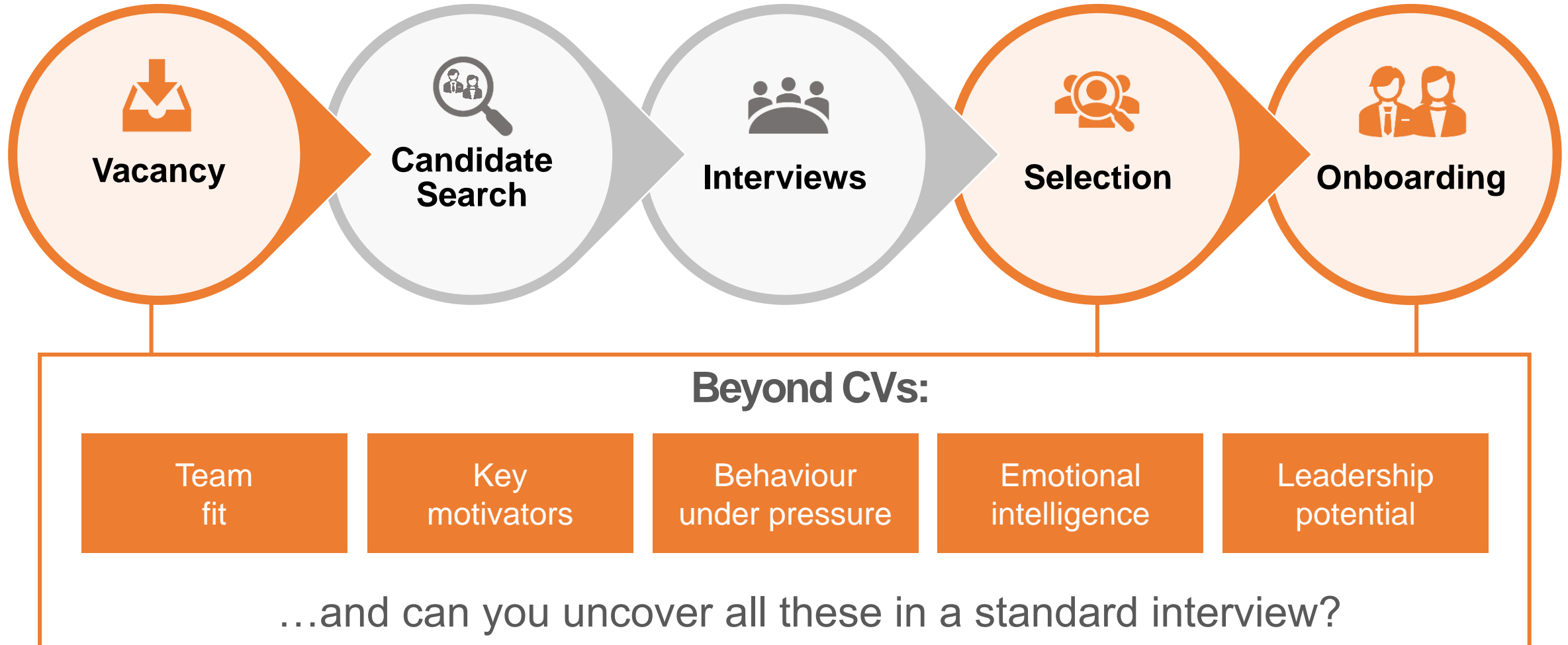
Indirect Cost



Data-driven approach to address common recruitment pitfalls

25% greater
long-term hiring
success

-Harvard Business Review-



From Gut Feel to Data – What Can We Measure?

Personality Profile Analysis (PPA)

Purpose	Measures how someone behaves at work – how they respond to pressure, communicate, and fit into a team
Best for roles	Across all functions

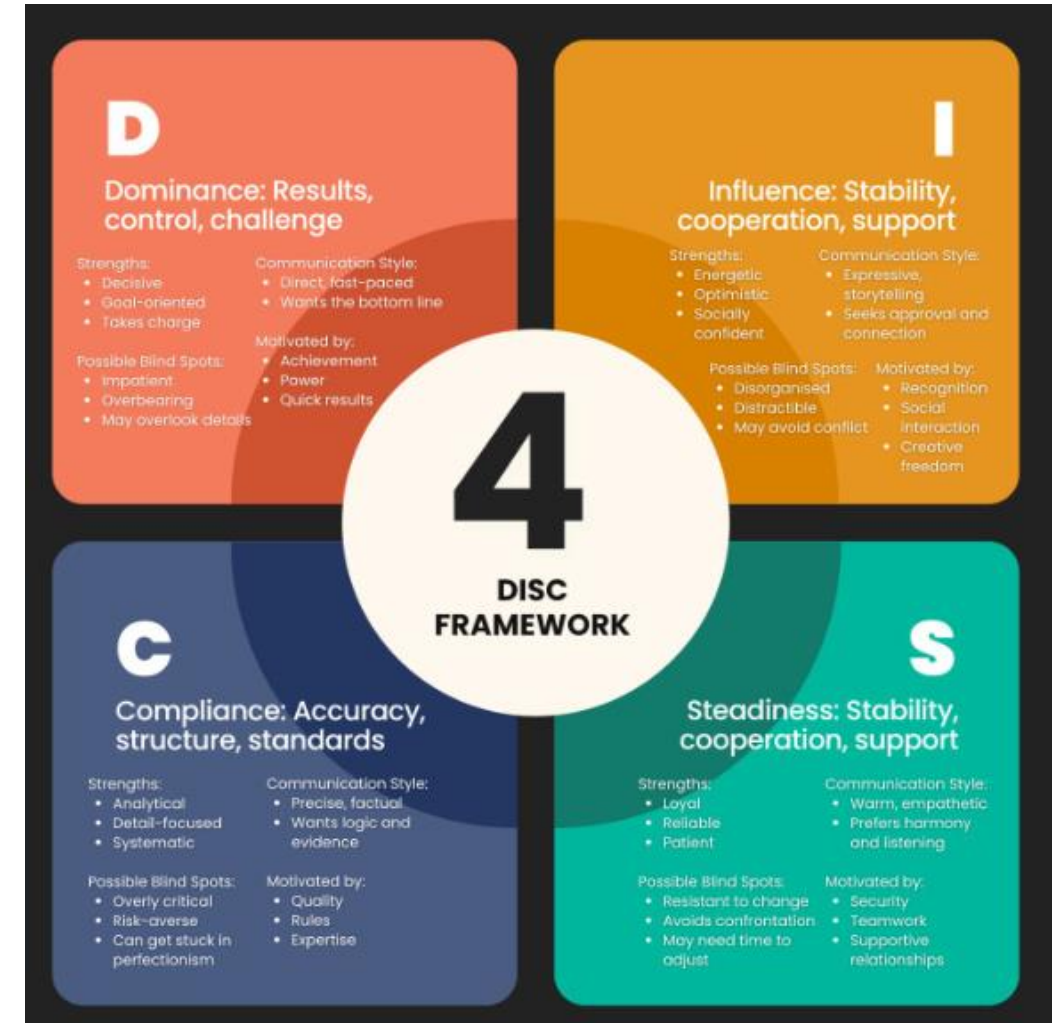
Communication style

Approach to **collaboration**

Preferred **working environment**

Reactions under **pressure**

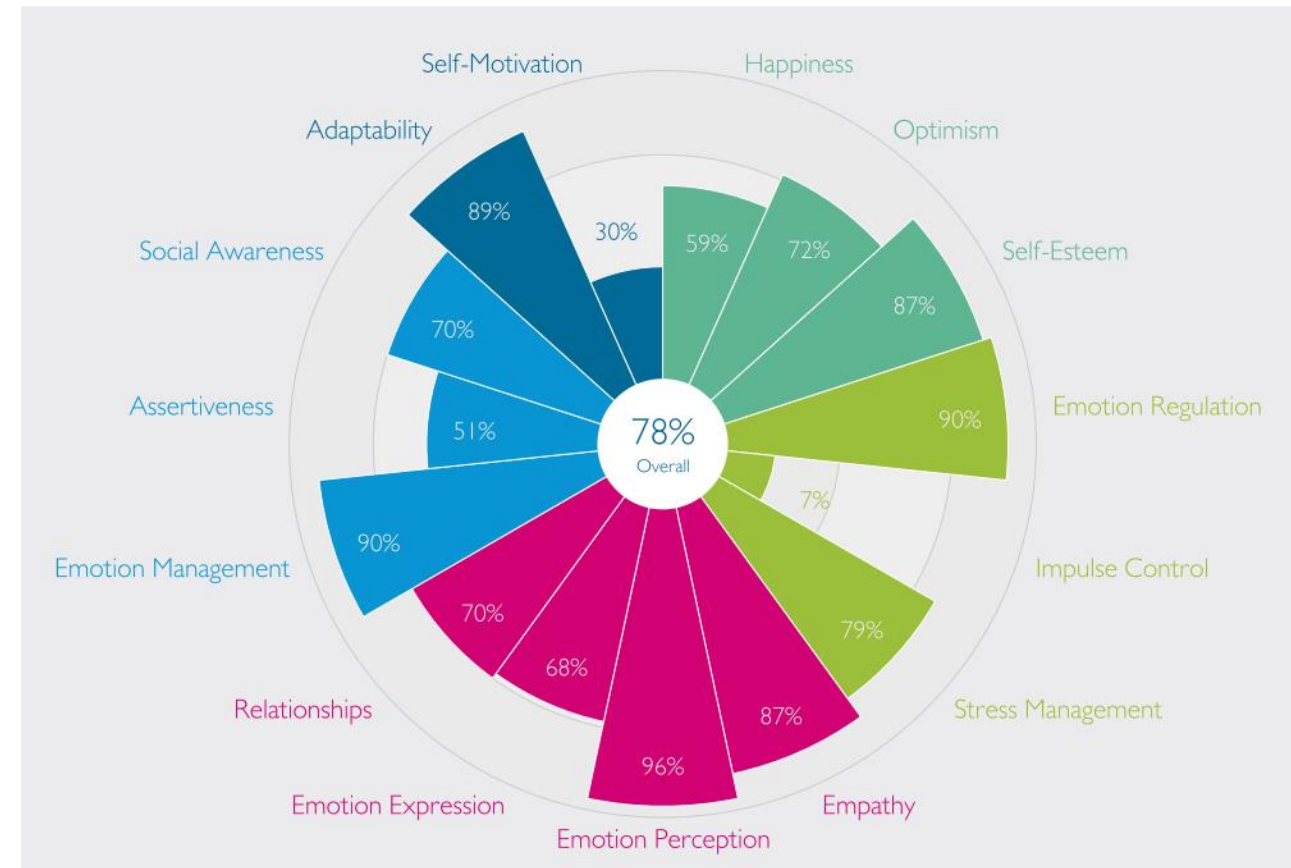
Motivation drivers



From Gut Feel to Data – What Can We Measure?

Trait Emotional Intelligence (TEIQUE)

Purpose	Measures how people perceive, manage and express emotions
Best for roles	Leadership, HR, Commercial

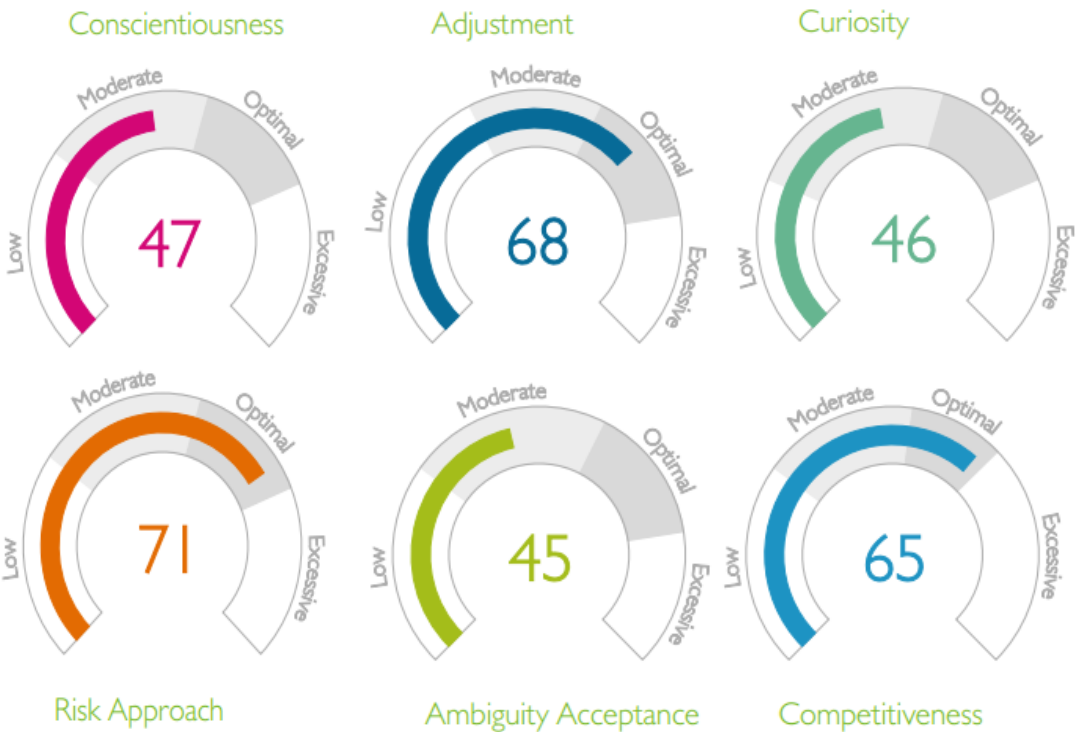


From Gut Feel to Data – What Can We Measure?

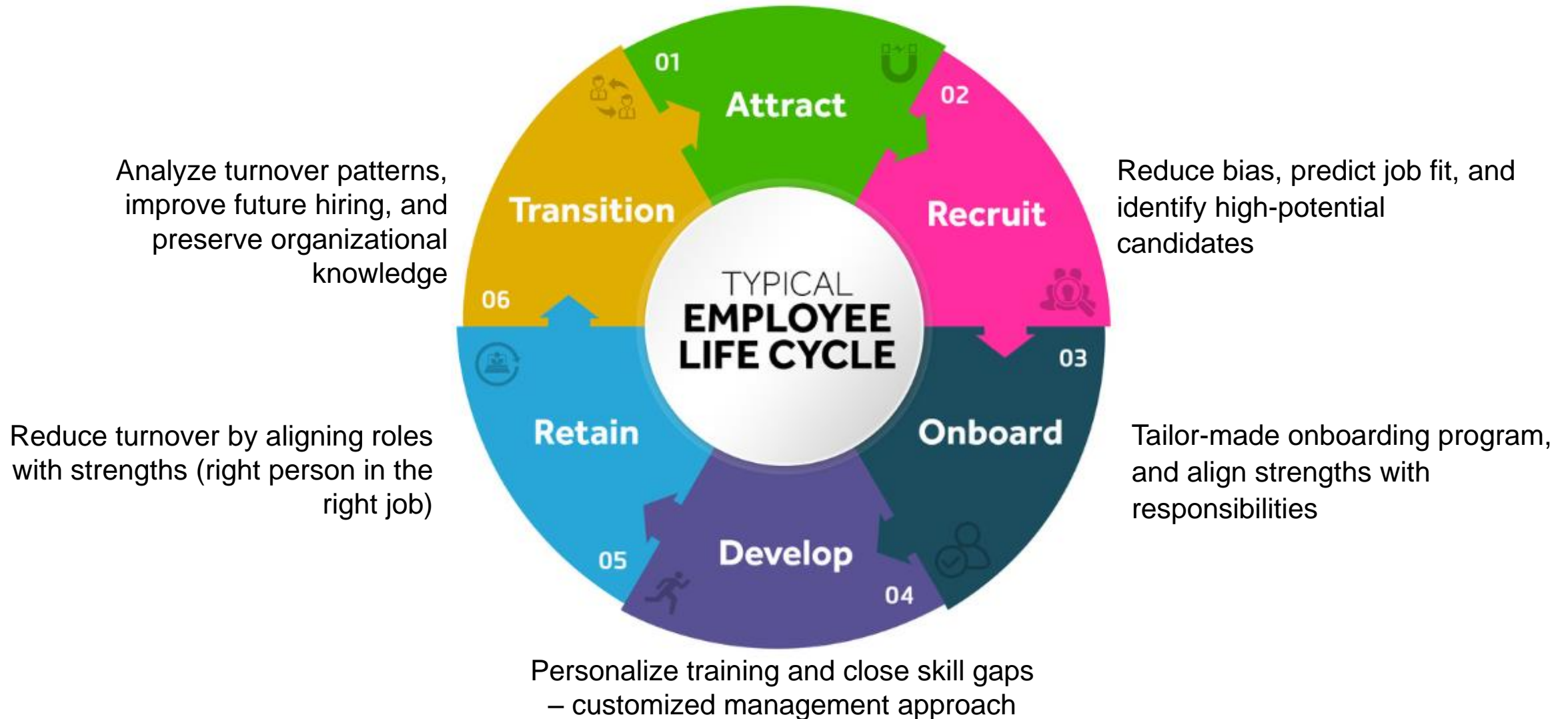
High Potential Trait Indicator (HPTI)

Purpose	Measures 6 personality traits linked to leadership potential
Best for roles	Leadership roles across functions

- Conscientiousness
- Adjustment
- Curiosity
- Risk Approach
- Ambiguity acceptance
- Competitiveness



Beyond Hiring – Unlocking Broader HR Value



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Recruit to retain



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Thank You