



## **The value proposition of using Academics**

### **USE CASE: Recruiting and Engaging Introverts**

According to some estimates between 40%-50% of the work force is comprised of introverts – people who tend to be shy, quiet and hesitant about social interaction in large groups. In spite of the prevalence of introverts, the corporate work environment is designed for the recruitment and flourishing of extroverts: outgoing, highly social and, more aggressive employees. From hiring practices that heavily emphasize the initial interview to open work-spaces, to the proliferation of meetings as a major part of the day – our work environments systematically favor one set of personality traits.

There is, of course, a serious risk lurking here: any company that ignores introverts is looking past half of the talent pool. But how does an HR office find introverts? How does a manager keep his introverted workers happy and engaged? Here an academic expert on personality psychology can be of great use: from hiring practices that emphasize tasks over interviews, to work environments that include more private spaces, empirical research on the factors that help introverts fulfill their potential can make a huge difference for companies talent recruitment and retainment.