



Employment Technologies

Creating Hire Confidence

[by Sebastian Northside]



IN CENTRAL FLORIDA, when someone mentions the simulation industry, the image of a pilot or astronaut likely comes to mind. While not actually soaring into space, Joseph and Eugenia Sefcik and their team at Employment Technologies are helping organizations reach new heights with award-winning simulations for employee hiring and development. Their product? EASy Simulations® talent prediction systems.

Just like flight simulators for pilots and astronauts, the company's EASy Simulations® help businesses identify and hire top talent by immersing job candidates in the same real-life challenges that employees face on the job every day. This highly realistic approach creates an engaging "test-drive" for job candidates while giving employers unparalleled accuracy in predicting future job performance and success.

A Revolutionary Idea

A pioneer of simulation-based talent prediction, Joseph Sefcik spearheaded efforts to combine simulation and employment assessment technologies in the mid-1980s, notably designing the inaugural simulations for major organizations such as The Coca Cola Company, Ford Motor Company, and the New York Police Department.

"When we first realized our simulations doubled the accuracy of predicting job performance, we knew we had something extraordinary."

Joseph Sefcik, Co-founder and President recalls, "We were confident that simulation would enhance employment testing, but even our design team was surprised by the overwhelming results." Their research quickly revealed the superiority of simulations in reducing test bias, improving the applicant experience, and delivering unparalleled accuracy in predicting job success.

The team's landmark study sparked the entrepreneurial spirit of Joseph Sefcik and his wife, Eugenia, inspiring them to launch Employment Technologies Corporation in 1995 and focus exclusively on simulation-based talent prediction under the brand name, EASy Simulations®.

An unprecedented five-time national Top HR Product of the Year Award winner, the company has consistently set industry standards for excellence and value. EASy Simulations® deliver dramatic increases in job readiness, time-to-proficiency, productivity, and retention. The predictive science of EASy Simulations® has revolutionized the hiring process for companies worldwide, saving businesses

millions of dollars each year by helping them achieve "Hire Confidence."

A Company of Firsts

Employment Technologies remains on the forefront of new technologies to streamline and improve the science of talent prediction. They were the first company in the employment testing industry to:

- Develop and introduce employment simulations to both public and private enterprises
- Create virtual workplaces where participants can practice and prove their skills
- Deliver high-fidelity job simulations online, supporting both onsite and remote testing
- Introduce avatar-based virtual interviewing
- Effectively blend gaming, simulation, and assessment technologies

Path to Success

From the beginning, Joseph and Eugenia Sefcik have partnered with local business development groups such as the Florida SBDC at the University of Central Florida, Vistage, and GrowFL to help ensure the company's growth and success. Leveraging the expertise and counsel of business leaders within these groups resulted in the creation of improved financial forecasting, a strategic marketing plan, and a vibrant online presence.

One of the greatest challenges the company faced was navigating the Great Recession of 2007-2009. In 2008 and 2009, the U.S. labor market lost 8.4 million jobs, or 6.1 percent of all payroll employment, which meant a dramatically reduced demand for pre-employment tests. "Those were difficult days, looking at how we were going to keep our team together and keep the company moving forward," said Joseph. The company's ability to withstand the economic storm was supported by their products, continued investment during the downturn, new sales incentives, and a clear focus on their customers. As a result, company revenue has almost doubled in the past few years.

Now entering their 21st year of business, they have caught the attention of several leading organizations that monitor business development in our community. The Metro Orlando Economic Development Commission named Employment Technologies as one of William C. Schwartz Industry Innovation Award recipients in 2013, and in 2014, they were selected as one of 50 leading second-stage companies from more than 500 nominations statewide, as a Florida Company to Watch, presented by GrowFL. In March, 2016, they were named a Top Ten Winner in the Small Business Division for Bright House's annual Regional Business Awards.

First and foremost, Joseph and Eugenia stress, "Our staff is the source of our success." The majority of the company's 22 person staff has been with Employment Technologies 10 or more years, so it's not surprising that the company has been named to the Orlando Business Journal's coveted Best Places to Work list for the last two years.

Making a Difference

Employment Technologies has a deep commitment to community service, leveraging its products and expertise to encourage others. Company CEO, Eugenia Sefcik, founded and directs an outreach program which sponsors at-risk inner city Orlando youth to attend a life-changing summer camp.

The company also enjoys long-time partnerships with educational and workplace readiness programs such as Junior Achievement, The Jobs Partnership of Florida, and Goodwill Industries. By sharing their simulation expertise with these progressive organizations, students and underemployed adults have access to the latest technologies for building critical job skills and expanding their career opportunities.

Employment Technologies actively sponsors internships and joint research opportunities at the University of Central Florida and Florida Southern College. The company hires many of its professional staff through these programs.

To culminate a year-long 20th anniversary celebration, Employment Technologies recently donated two original oil paintings to the City of Winter Park. "Winter Park has provided Employment Technologies with an ideal environment for the growth of our business," Joseph said. "In the spirit of providing a symbol of gratitude to the City, and the creative spirit that the City promotes for all who visit and live in Winter Park, we felt that the gift of art would serve as an appropriate and lasting symbol of our thanks."

Looking to the Future

Today, Employment Technologies has grown to be the world's leading developer of workplace simulations. For future growth, they are looking to come alongside an industry well rooted in central Florida— Hospitality and Amusements – with their award-winning EASy Simulations® Virtual Customer. This interactive simulation, available on mobile devices, immerses applicants into real-world customer situations that enable them to prove their abilities to deliver superior customer service. The simulation quickly and

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Example of Theme Park Simulation



Example of Restaurant Simulation

accurately predicts top performers who will greet customers with warmth and enthusiasm, resolve issues, confidently promote products and services, exceed expectations and build customer loyalty. Most recently, they were a second-year exhibitor at IAAPA (International Attractions and Amusement Parks Association) Expo held at Orange County's Convention Center.

In addition to their EASy Simulations® for hospitality, restaurants and attractions, Employment Technologies also has developed the industry's most extensive offering of simulations for banks, financial services, and call centers.

To remain on the leading edge of research and development, Employment Technologies invests a percentage of total revenue each year on research. This enables them to anticipate industry trends and strategically develop and launch breakthrough technologies ahead of the competition. "What is exciting to us is the convergence of technology and the science of talent prediction," said Joseph. ♦