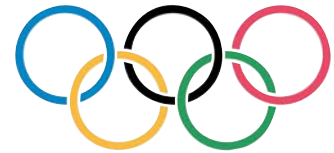


Case study

Athens 2004 Olympic Games



The Organisation

The Olympic Games originated in ancient Greece, but the Games we know today were revived in 1892 by Baron Pierre de Coubertin. The International Olympic Committee was created in 1894 to act as the umbrella organisation for the Olympic Movement and kicked off the modern games in 1896 in Paris. The IOC is a non-governmental non profit organisation, responsible for the organisation of the summer and winter Olympic Games and owns all rights to the Olympic symbols, flag, motto and anthem.

The IOC entrusts the organisation of the Games to the National Olympic Committee (NOC) of the country of the host city. The NOC forms an Organising Committee for the Olympic Games (OCOG)

The Issue

The Organising Committee is an enormous administrative entity that employs hundreds of people to prepare, plan and implement a successful Games.

The Sydney Olympics in 2000 were the largest yet with over 10,651 athletes competing in 300 events, broadcast to over 200 competing nations.

Greece is one of the smallest countries to host the Games. A vast amount of careful planning and coordination is necessary to ensure the 2004 Olympic Games are a big success. To this end great emphasis has been placed on the need to recruit enthusiastic, dedicated, cooperative, experienced, individuals. The Organising Committee needed to attract and recruit the best workforce possible and create a motivating environment within to work to maximise its success.

The IOG receives instructions direct from the IOC and is responsible for organising all the logistics necessary to ensure the event runs smoothly. The responsibilities range from organising lodging for athletes and officials, transportation, liaising with the media,

writing reports and all the administrative processes which are necessary to support the event.

The Games are returning to Greece after more than 2000 years absence so its crucial the ICOG ensure the Games are organised smoothly as their efforts will be showcased to millions of viewers around the world.

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“We were looking for very specific requirements in the people we wanted to recruit and the PPA and HJA defined the ideal employees. As a result we are in a strong position to prepare for the Games and showcase Greece and its people and the country to the world.”

The Athens Organising Committee needed to recruit over 700 administrative staff to work in the 20 logistical departments responsible for monitoring, sponsoring, licensing, ticketing, operations, spectator services, media and ceremonies.

The initial challenge facing the Committee was the recruitment of this enormous pool of workers to support the event. It was important that these people were recruited as soon as possible to ensure the preparation could begin in earnest.

It was also imperative that the committee recruit the right type of person. The Organising Committee had very specific requirements for the people it employed - they had to display core competencies of numerical ability, attention to detail, verbal ability and have a high level of stress tolerance.

Solution

In early 2002 the Committee decided to use Thomas International's Personal Profile Analysis (PPA) and the Human Job Analysis (HJA) as part of the recruitment process for potential candidates.

With over 700 staff to recruit, speed and accuracy was of primary importance. As the PPA takes no more than seven minutes to complete, by using the PPA the committee was able to process a large number of candidates very quickly.

“The huge number of people we needed to recruit meant we had to have an assessment that was not only fast but extremely accurate and the PPA perfectly fitted the bill. The other major benefit of using the PPA was that it could be completed in the candidates native language, which in most cases was Greek, with the results and reports also in the relevant language. It is truly an International tool.”

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