

PDA



Aliat
Universidades

Success story

Driving the Professional Development of Students

Aliat Universities launches an innovative employability program that, through behavioral strategies, predicts career orientation and accelerates the future.



History

Where the future begins

Aliat Universities is a pioneering network of educational institutions in Mexico. With over 50 years of experience in higher education, it has consolidated its presence through 7 institutions across 13 states in the country.

The network includes 28 campuses and an online education platform, serving nearly 50,000 students.

Throughout its history, it has trained over 200,000 professionals, adapting to the needs of each student with both on-campus and online study modalities (ON Aliat).



All Aliat institutions foster direct and continuous communication with students, providing support and guidance through leveling courses, regulation, and tutoring. nivelación, regulación y tutorías.

Challenge

Guidance in the discovery of skills and competencies

Before the implementation of PDA, Aliat Universities faced a critical challenge: the lack of visibility into the key competencies and skills of its students, hindering the development of personalized strategies. Although directors had access to PDF reports for each student, these documents did not provide sufficient information about the key competencies for employability or the typical profile of graduates who successfully entered the job market.

Aliat Universities has a department specifically focused on working with the employability of its students: Aliat Emprende. In this context, they needed to integrate more information about students' behavioral profiles and competencies, enabling them to make more informed and strategic decisions to recommend concrete actions for each student's professional development.

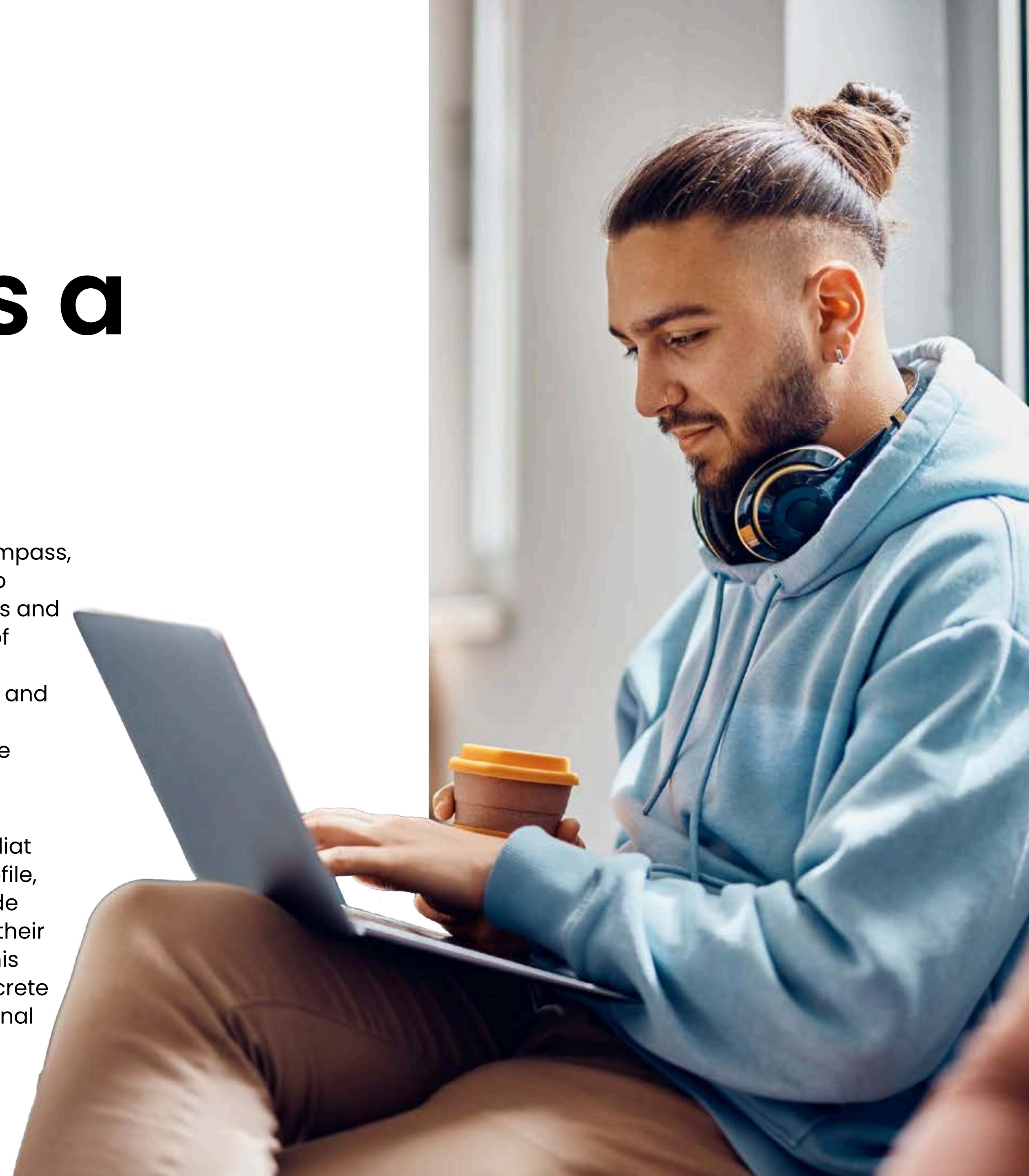
Self-awareness as a strategic value

To help its students stand out in a competitive job market, Aliat Universities implemented PDA Assessment, a tool that quickly and accurately evaluates the key competencies and skills of each student. With this tool, students can better understand their profile, enrich their CV, and increase their job opportunities.

PDA Assessment is integrated into mandatory courses, allowing students to identify and work on their specific competencies within the context of each course. For example, in fields like rehabilitation and therapy, students develop essential skills such as patience and control through hands-on workshops, optimizing their preparation for the workplace. iza su preparación para el entorno laboral.

Additionally, the project includes six customized visualizations in Talent Compass, enabling directors at Aliat Emprende to analyze data from over 47,000 students and graduates. This provides a clear view of opportunities related to diversity, competency alignment, employability, and professional development, helping to generate strategies that strengthen the profiles of students and alumni.

Finally, the competencies defined by Aliat Universities are integrated into PDA Profile, generating detailed reports that provide students with clear information about their profiles and areas for improvement. This gives them precise guidance and concrete strategies to accelerate their professional development.



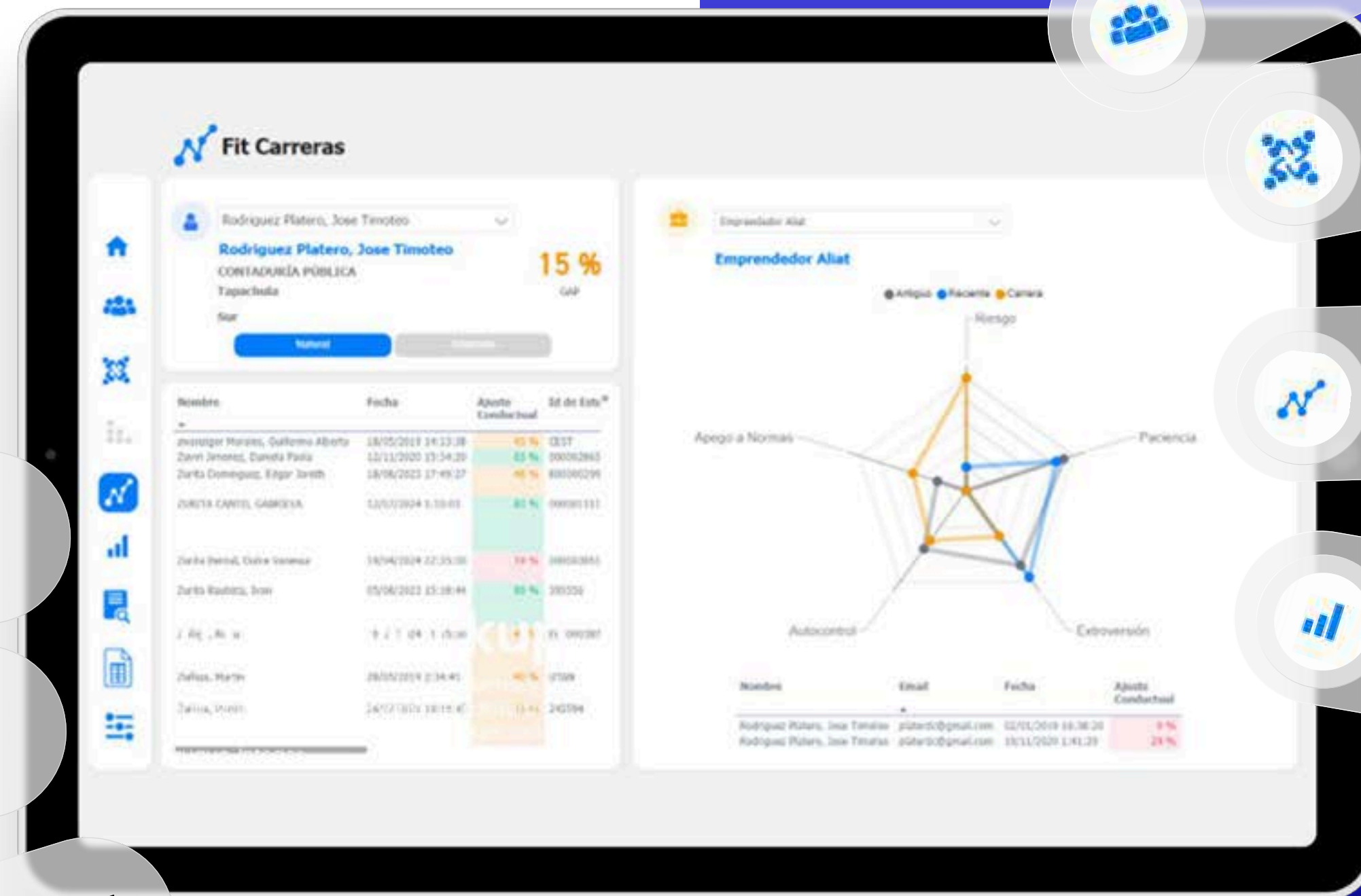
The solution


The engine of analysis: data in action

A key pillar of this project was the implementation of Talent Compass, a people analytics model designed to drive data-driven management through high-impact dashboards and visualizations.

With an interactive dashboard that includes seven key visualizations, Talent Compass enables the strategic analysis of the behavioral and competency profiles of over 47,000 students and graduates.

These visualizations not only simplify data reading but also provide a deep understanding of students' key competencies, areas for improvement, and alignment with labor market demands.



 Career Analysis

 Employability

 Control

 Diversity

 Competency Fit

 Career Fit

 Competency Analysis

The Outcome

Transformation of Student Development

Thanks to the implementation of the PDA assessment and Talent Compass, Aliat Universidades has transformed the way it supports its students in their professional development. The precise identification of strengths and areas for improvement enables students to visualize their progress over time and take concrete actions to develop the most in-demand competencies in the labor market.

Aliat Emprende's directors, now with access to an intuitive dashboard, can deeply analyze data from more than 47,000 students and alumni, which makes it easier for them to make data-driven decisions and design tailored development programs that improve employability.

With the PDA assessment as a key requirement for 2025, Aliat will have solid indicators regarding the professional success of its students, positioning itself at the forefront of higher education. The Talent Compass provides students with effective tools to reach their professional goals and thrive in the labor market.

- **Over 47,000 student assessments incorporated as historical data**
- **200 behavioral profiles of available careers to choose from**
- **7 visualizations in Talent Compass**

"With PDA, you can know the competencies and skills of job candidates in just 5 minutes. It is a quick and efficient tool that provides you with a clear view of the person to hire."

About us

We are an HR Tech company that transforms the management, selection, and development of people through a digital ecosystem based on behavioral science. At PDA, we empower organizations to implement effective strategies in acquisition, performance, analysis, and engagement.

Our mission is to democratize self-awareness by offering agile tools to identify behavioral profiles, assess compatibility with roles and skills, detect leadership strengths, form high-performing teams, and ensure cultural fit, among other solutions.

At PDA, we are redefining the future of people management through behavioral science.



www.pdainternational.net

