

Employability Assessment Platform for a UAE Government Authority

Scaling nationalisation support through technology, psychometrics, and coaching

2,500+

UAE Nationals Supported

8

Employability Pillars

Bilingual

Arabic & English Platform

360°

Barrier & Readiness Profiling

The Challenge

A UAE government authority with responsibility for national workforce development faced a significant challenge: how to systematically assess, understand, and address the barriers preventing thousands of UAE Nationals from entering or progressing in employment.

Existing processes were largely manual, inconsistent, and unable to scale. Case workers lacked the tools to profile individuals objectively or track progress over time. The authority needed a technology-enabled solution that could bring rigour and consistency to employability support — while remaining culturally appropriate and accessible in both Arabic and English.

Our Approach

qpeople delivered an end-to-end employability assessment ecosystem — combining bespoke platform development with a psychometrically grounded assessment and coaching framework.

Custom Assessment Platform

qpeople designed and built a purpose-built digital platform to host the full assessment suite, manage candidate journeys, and generate outputs for case workers and authority management. The platform was developed bilingually in Arabic and English, with data hosted in-country to meet UAE data residency requirements.

8-Pillar Employability Framework

A proprietary framework was developed across eight domains of employability — covering attitudes, skills, motivations, qualifications, personal circumstances, and situational barriers. Each pillar was underpinned by validated assessment items, enabling a structured, comparable profile for every individual.

The Outcome

qpeople worked with over 2,500 UAE Nationals through the platform — delivering structured employability profiles, barrier assessments, and readiness scores for each individual.

The authority gained, for the first time, a consistent and scalable methodology for understanding the employment landscape among the nationals it supported. Case workers moved from ad hoc assessments to evidence-based conversations, with clear data to guide their coaching interventions.

The platform established qpeople as a long-term technology and assessment partner, with the engagement evolving into an annual licensing model — ensuring the authority could continue to scale its nationalisation mission sustainably.

Services Delivered

- Assessment Platform Development
- Employability Assessment & Profiling
- 8-Pillar Coaching Framework
- Barrier Identification & Readiness Index
- Arabic & English Bilingual Delivery
- Reporting Dashboards

Sector

Government · Workforce Development · UAE

Methodology

Shape · Measure · Develop

Barrier Identification & Readiness Index

The platform generated an individual Employability Readiness Index for each participant, identifying specific barriers to employment and categorising their severity. This gave case workers a clear starting point for tailored intervention and support planning.

Reporting Dashboards for Case Workers

Real-time dashboards enabled case workers to review individual profiles, track cohort trends, and prioritise outreach. Authority leadership gained aggregate insights into the national picture — informing policy, resource allocation, and programme design.