

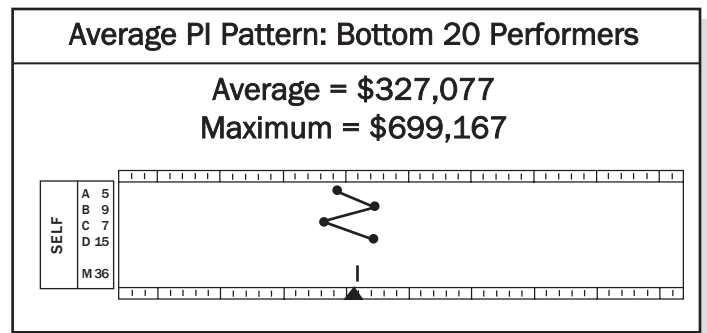
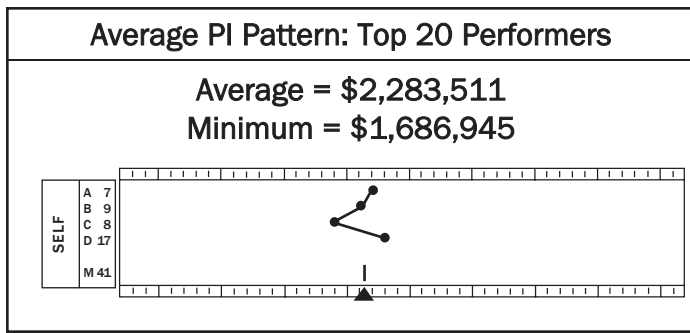
Predictive Index® Case Study
Validity Study / Quantitative Results

Industry: Hospitality / Restaurants

Position: District Manager

Results

The top performers exceeded sales targets by nearly 700% over the bottom performers.



CRITERIA: This statistical analysis is based upon a PI validity study conducted with 89 District Managers. PI validity studies are designed to determine the statistical connections between PI profiles and superior job performance. The quantitative measurement criteria are based on a comparison to budgeted dollar sales volume for 2005.

Industry

The client company is a coffee and doughnut chain with a significant number of stores throughout North America.

Position

District Managers are responsible for managing a specific territory of stores, providing management support, operational direction and acting as a liaison between individual store owners and the parent company.

Analysis

In examining the difference in the PI patterns of top and bottom District Managers, the two most significant factors are the A Factor (Dominance) and the B Factor (Extroversion). Because of their higher A Factors, the high-performing district managers are confident, independent, and competitive, and are “self-starters” who are ambitious and take the initiative. They are task and end-results focused, with a reluctance to relinquish genuine authority, and possess a thinking orientation that is critical, creative and pre-disposed to action. Because of their “A over B” spread, when managing people and projects, they are focused first and foremost on achieving results, and secondarily on team communication, morale, and dynamics. These top performers are constantly looking to improve performance, quality, and ability to compete. For example, when supervising the opening of new stores within their territory, these top-performers are likely to set very aggressive sales targets and to be prone to strong follow-up to ensure those targets are met.