



Using Technology to Turn Your Staff into Your Dream Team

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10 Years **Ago...**

- I started my company with really no idea how to be a leader
- I definitely had no idea how to build a great culture or drive performance

**What has been my
Biggest Challenge?**

People!

- You have to hire the right people
- You have to keep them focused on the right results
- You have to maintain a good company culture

We Made a lot **of Mistakes!**

- We hired some people, we probably shouldn't have
- We've also burned out some good people we wish we could've kept
- It's always been a balance, but with every mistake we tried to learn and improve

**Typical wisdom says you can't
treat your people like numbers ...**

**But what we learned, is you can
get some help from some 1s & 0s**

Hiring the Right People

I always wished **for a crystal ball...**



- How often has a candidate interviewed well but was then **HORRIBLE** when it came to doing their job?
- We never found an actual crystal ball, but we found something close...

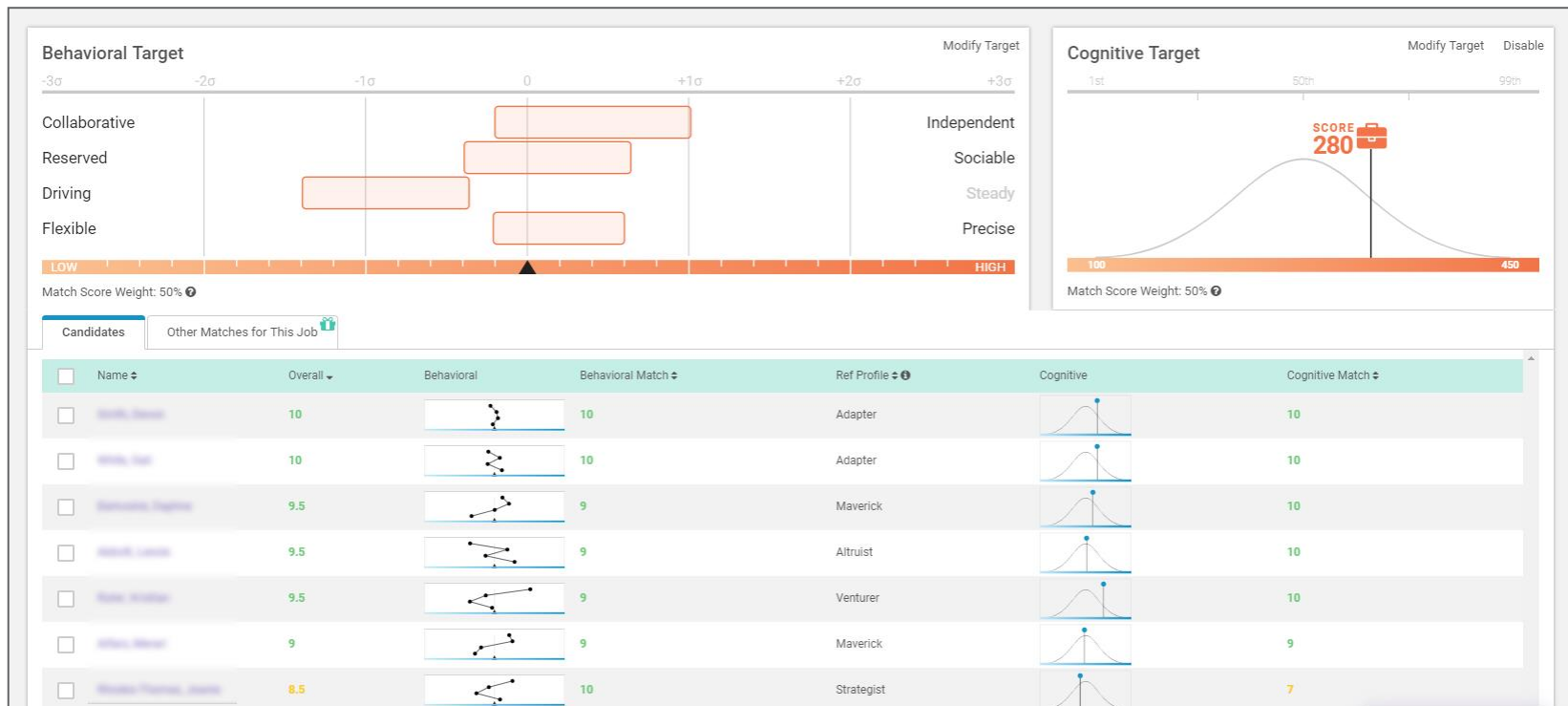
Technology Solution

Behavioral & Cognitive Assessments

Here's What **We Did...**

- We created a model for what a Rock Star employee would look like to us
 - What type of behaviors would they have?
 - How fast would they need to be able to solve problems or learn new things?
- We then had all new candidates go through the assessments before deciding who to interview

Example Model & List of Candidates



Rolling it Out **Wasn't Hard**

- Sending assessments became as simple as e-mailing a candidate a link
- The assessments only took the candidates a few minutes

Our Interviews **Got Dramatically Better**

- Imagine Limiting Your Interviews to Candidates who:
 - Are the Right Type of Personality for the specific Job
 - Have the Right Mental Horsepower for the specific job
- We stopped wasting our time interviewing the rest!!!



Our Results **So Far?**

- **90%+ Accuracy in Predicting High vs Low Performers**
- **To The Skeptics:**

This wasn't magic, these systems are based on science and teams of psychologists with thousands of studies.

Driving Better Results

Our Team Lacked Focus on Our Most Important Goals

- We defined metrics/KPIs for our team so that they knew what success looked like.
- However, this was rarely top of mind for them and we struggled to consistently hit our numbers

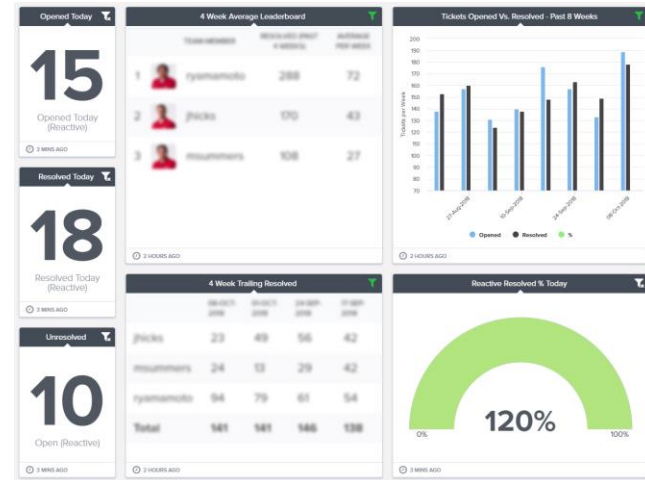
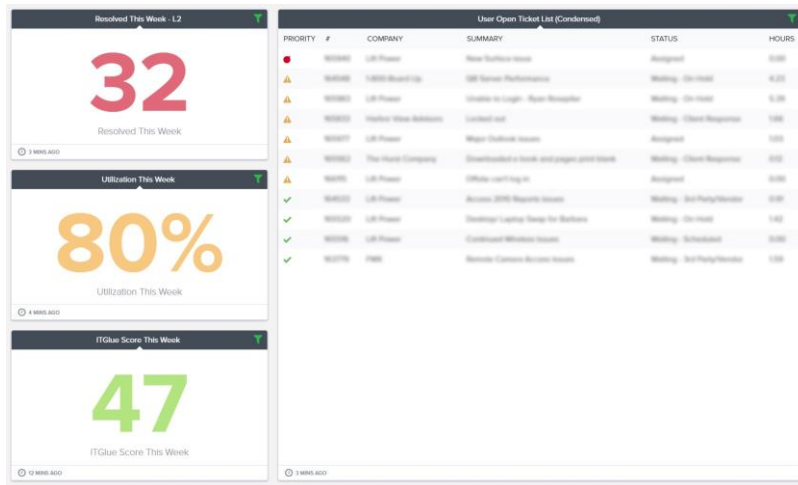
Technology Solution

Digital Dashboards for KPIs & Metrics

Here's What **We Did...**












- We selected a dashboard platform that could pull our top metrics in real time from our system
- We then put multiple big screen TVs on our wall near our team to display this information.
- We also gave each team member an individual dashboard above their monitors...we're probably obsessive :)

Example Dashboards



Our Results So Far?

- Everyone's results are top of mind and transparent
- Inspired Competitiveness & Gamification
- Targeted Results are hit more consistently across the team

		Laura Bilazarian
		William Tincup
		Meruzhan Danielyan
		Alina Gordon
		Vazgen Hakobjanyan
		David Loftesness

Nurturing Culture

We Got Blindsided by Employee Morale Issues

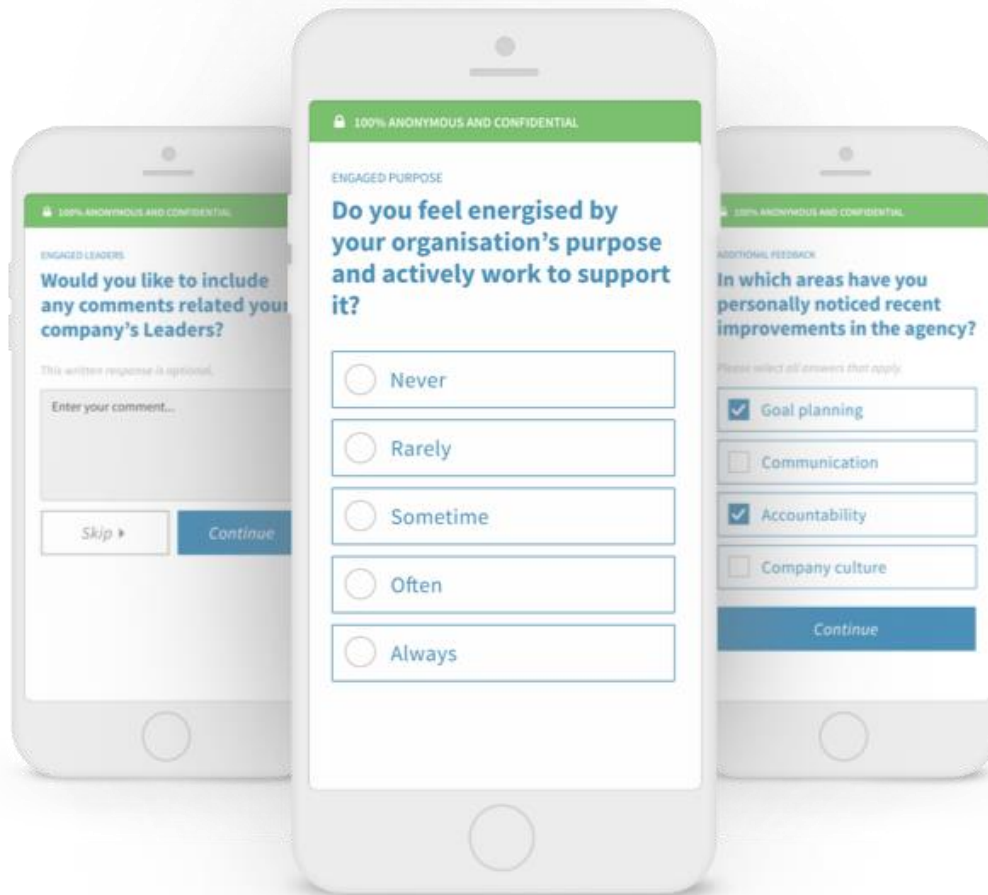
- As we grew and had to juggle more work, we lost sight of always keeping a good pulse on Employee Morale
- This resulted in multiple problems (including employees leaving) because we didn't catch the issues fast enough
- We needed more frequent insights into the pulse of our team to make sure we could maintain a good culture

Technology Solution

Employee Engagement Surveys

Here's What **We Did...**

- We selected an online survey system designed to regularly take a “pulse” of the team in an anonymous way
- We scheduled the system to automatically e-mail the entire team once a quarter
- We then used those results to help steer the focus of our leadership team



100% ANONYMOUS AND CONFIDENTIAL

ENGAGED PURPOSE

Do you feel energised by your organisation's purpose and actively work to support it?

☐ Never

☐ Rarely

☐ Sometime

☐ Often

☐ Always

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ENGAGED LEADERS

Would you like to include any comments related your company's Leaders?

This written response is optional.

Enter your comment...

[Skip](#) [Continue](#)

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ADDITIONAL FEEDBACK

In which areas have you personally noticed recent improvements in the agency?

Please select all answers that apply.

☒ Goal planning

☐ Communication

☒ Accountability

☐ Company culture

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Our Results **So Far?**

- We've recognized areas where we were completely misreading the perception of the team
- Every team member's feelings are now represented as we plan the path of our company
- We're able to show our team that we're consistently focused on creating a better experience for everyone
- Employee Engagement & Happiness Has Grown!

Engagement as **a Top Metric**

- We also decided that Engagement should be one of our top metrics to indicate the health of our company

Our Top 5 Health Indicators

Employee Engagement

Operations

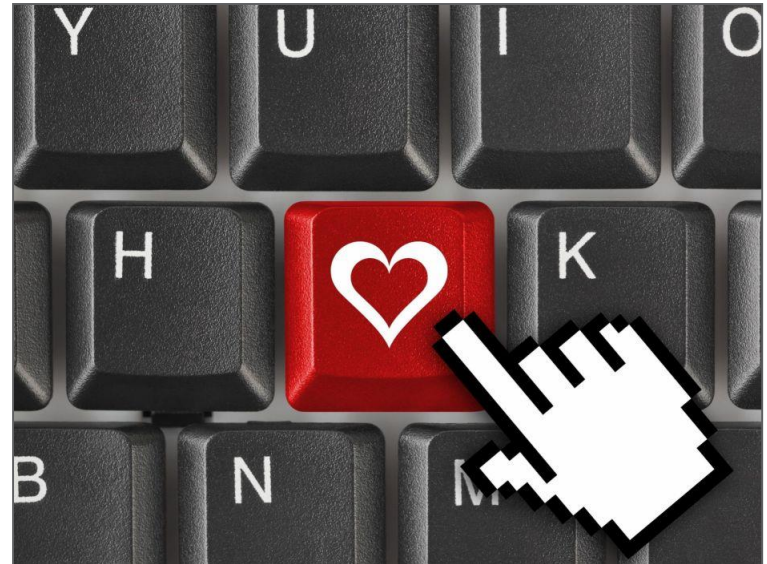
Client Satisfaction

Profitability

Sales

Wrapping Up

- “People Problems” still require heart to solve them
- But that doesn’t mean that you can’t leverage technology to make them easier



Any Final Questions?

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name > scroll to agenda > select your speaker