



## Human Capital Analytics assists major insurance company to better assess effectiveness, coach and manage teams.

**The Company:** Great-West Life was founded in Winnipeg in 1891 and for more than 100 years, have been helping clients develop financial security plans. Great West Life is a leading Canadian insurer, with interests in life insurance and health insurance, investment, retirement savings and reinsurance business, primarily in Canada and Europe. Great-West Life is a wholly-owned subsidiary of Great-West Lifeco Inc., a member of the Power Financial Corporation group of companies. At Great-West, they believe in continuous learning. There are a variety of resources staff can access to further develop their skills. Great West Life is always working towards new goals to enhance the expertise of their people, and the value they bring to their clients.

### The Results, as told by Ray Adamson , National Director Practice Development:

“The Predictive Index, SSAT and Customer Focused sales training programs allow us to chart a course through the Job analysis component and then go out and find the people who best match what we are looking for. The three point program from Predictive Success has proven to be a powerful survey, train and re-survey formula that has positively impacted our performance. This is not just a benefit to our Company it is also a benefit to the people we hire as they are more successful, more productive and happier at what they are doing and this has a direct reflection against our companies bottom line. Because our Regional leaders are responsible for the quality of the people we hire we have trained them in the use of the Predictive Index. This has assisted them to make the important people decisions which is the foundation to the success of our company. Our Regional Directors participated in an important step in our recruitment process when we as a group created a behavioural model for the hiring of our field people. For the past two years we have been using PI with our independent financial advisors as well as internally with our own staff. The tool has been a huge asset not only in recruiting but in managing and coaching as well.”

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Ray Adamson  
National Director of Practice Development  
Great West Life

“We have been offering the CFS Program, using the SSAT, for an advisor development program - with excellent results. So much so that we have purchased CFS to use internally with our own field staff.. They find the insight that PI gives into how someone naturally behaves allows our managers to better assess effectiveness, manage and coach their teams.”

“We have used the Predictive index, the new SSAT and Customer Focused Selling training programs for over a year and already seen very positive success. We have seen marked improvement in the quality and fit of people we have hired. Great West Life believes in the growth of successful businesses through innovative, creative solutions and this can only be achieved through world class people.”