



“Upper Right Quadrant --- Leader Success with Predictive Index®” Leader Leverages The Predictive Index® and Grows Business \$250 million dollars.

In early 2008, Randy Lenaghan, a senior sales executive of a large software company, had a dilemma to solve: How to create an effective high performing team. “We didn’t have as many employees as some of our competitors,” says Lenaghan. “It was critical that we position our value to our customer and compete on the same level with our competitors. We have to do more with fewer resources, and collaborate effectively with our corporate support to build high performing teams.” To accomplish this, David Lahey, President of Predictive Success Corporation, a PI Worldwide Member firm, introduced Lenaghan to the Predictive Index® (PI®), a scientifically-proven behavioural assessment tool aimed at helping organizations understand the motivational drives and needs of employees. Lenaghan instantly recognized the value the Predictive Index® could bring to making his organization more productive and efficient.

Using the Predictive Index, Lenaghan was able to take an in-depth, analytical look at his entire team, identifying how the team was constructed from a behavioral perspective. Lenaghan explains, “It was helpful for us to look at the data and see how we complemented each other.” Lenaghan also took full advantage of the Performance Requirement Options™ tool (PRO), the companion assessment tool to the Predictive Index® that defines the key behavioural requirements for a job. Using the PRO, Lenaghan was able to determine what types of behavioral styles were needed for an effective team. Next Lenaghan compared the results of the PRO and the Predictive Index® assessments and what he saw was “enlightening” he says. “The data showed me who was on my team and if they were in the right role. If they were not in the right role for them, but were good for the organization, we were able to move them to a position better suited to them.”

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Randy Lenaghan
VP Enterprise Sales, Microsoft Canada

Using a tool like the Predictive Index® and making the changes Lenaghan implemented was not an easy journey. Lenaghan explains, “To get the true value of the Predictive Index® we needed a complete cultural change on our team to see the data and to trust it. Our newest managers were our earliest adopters of the Predictive Index® tool. The managers loved it because they were able to use the Predictive Index® and PRO to get to know their teams quicker and better. After using it and seeing its value they quickly became evangelists for it throughout the organization.”

Lenaghan also used the Predictive Index® to help with his “Change Agenda”. “The business was changing,” describes Lenaghan, “we are now selling more online than traditional licenses (which can be bought in the store). With this change we noticed that the customer, their needs and wants and how they wanted to be sold to had also changed. As a result, our idea of what made a good sales professional had to change as well.” With the help of the Predictive Index® and PRO, Lenaghan was able to build teams with more customer centric sales professionals.

Focusing on the detailed make up of his team and the individuals in it has had substantial results for Lenaghan. Since he started using the Predictive Index®, revenues have increased 16% per year from \$500 million to \$750 million. Lenaghan says, “Growing this much in just over two years can be difficult. I can honestly say, the Predictive Index® really did help.”

Lenaghan comments, “It takes commitment on the leadership level to help transform a business. After over 30 years in sales I know that I’m good at building teams and driving growth. But being able to leverage the Predictive Index® has helped me to do both, better.”