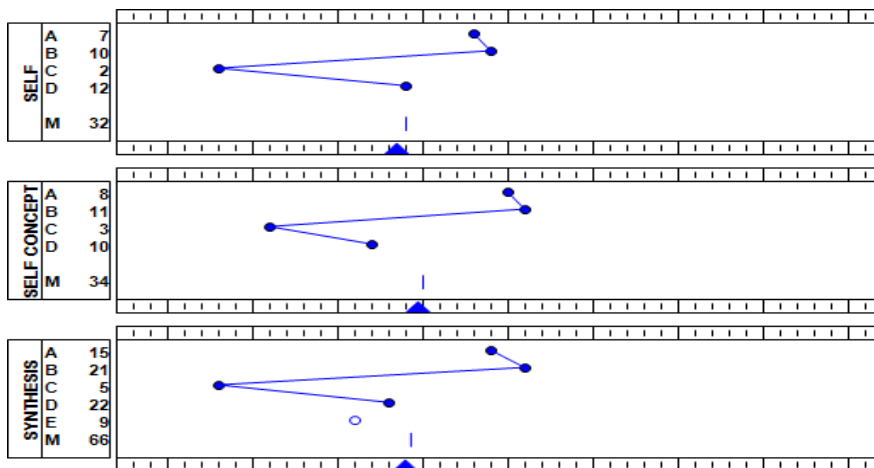


Transitioning from boredom to the top... A Microsoft Story of Success

In 2006, **Eugene Piric** was a successful IT strategic consultant serving Scotiabank, a national Canadian bank as a paid onsite ESC. The bank was eager to employ him and for which the bank paid Microsoft \$450,000 a year to have access to Eugene’s IT thought leadership. However, Eugene was not satisfied and longed to get outside of IT. Sure he was well paid and earning the respect of the business side of the bank he just felt he needed more.

Eugene, a graduate of the Ryerson University business program, just a couple of years prior had a zest to get into a role that was “more me”. The high detail IT world was okay but it was not challenging him any longer. One look at his Predictive Index® report below to the trained PI Analyst and it is “all there in the dots” as to his need to try another role. If we had the PRO or benchmark for an ESC (Enterprise Strategic Consultant) at Microsoft, the PRO would look different than his PI®. The need for the High B people and relationship in Eugene’s PI was not being totally sufficed in the ESC role. Sure he could do the role, if we had the PLI test we would have seen a very high cognitive score however the “match” to what he wanted to do was just not there. What should Eugene do? He was well paid, but bored in role.



PI for: Eugene Piric Date: 6/19/2008
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Eugene spoke with the VP Sales at Microsoft Canada about moving into a sales role, however he had no experience and was told “stay in the consulting side” you will be better served and move up faster inside the company. However, Eugene knew that he needed to try to get into a new role. Towards this end he applied for a transfer outside of Microsoft Canada and received a role as a Sales Specialist based in Microsoft’s Germany subsidiary.

Success in new sales role is predictable

When we look at Eugene’s Predictive Index survey summary above we can see that he was truly seeking to get into a role that was closer to his true personality, Persuasive Management Sales. Eugene blossomed in this new role and quickly set sales records moving into management with continuing success and just last week was promoted to General Manager for Microsoft Serbia after his tenure in CEE HQ (located in Germany). Eugene had 137% attainment in his quotas in 2011 and also a 48% year

over year growth record. He is now one of the top sales leaders in the emerging markets for Microsoft Global.

This is a great example of a candidate getting into a role that “fits who they are” and by the way matched the PRO (Performance Requirements Orientation™) very well. How expensive was it for Microsoft to transfer Eugene and his family across the ocean when he could have been a “diamond in the rough” right here in Canada. Too bad Microsoft Canada did not have the Predictive index in his business unit prior to this placement!

Eugene Piric, Country Manager Microsoft Serbia



Microsoft Corporation - EMEA