



Reduced Turnover with The Predictive Index Behavioural Assessment™, from Certified Partner Predictive Success® for the last 5 years



Lori Bacon, President, Swimco

Founded in 1975 as a mail-order swimwear business, Swimco began catering to the needs of swim teams, lifeguards and fitness swimmers across Canada. In 1980, Lori Bacon, now President & Co-owner, joined her mother's growing business and collectively the duo added vacation swimwear to diversify the company's product offering. With 24 strategic locations across British Columbia, Alberta, Saskatchewan, Manitoba and Ontario, as well as an E-commerce platform, Swimco continues to corner the swimwear market throughout Canada.

Why Predictive Success®?

The Predictive Index (PI) Behavioural Assessment™, delivered by Predictive Success®, has been a game changer for Swimco. The PI Behavioural Assessment was required, to realize

the corporate vision of evolving and developing the company. Swimco required their top sales people to be engaged and remain with the organization to help manage and train others. The PI Behavioural Assessment was a great asset because without the talent they have today, Swimco would not have had successful expansions outside of Western Canada.

**REDUCED
TURNOVER
BY 11%**
BY USING THE PREDICTIVE INDEX
BEHAVIORAL
ASSESSMENT™

The Challenge

Battling the 'skinny resume'

Lori has continuously battled human capital challenges in the competitive retail market. Facing an industry with a strong turnover trend, Lori and the Swimco team are striving to battle the 'skinny resume' – a problem that often results in the hiring of inexperienced candidates. In order to combat this, Swimco incorporated the Predictive Index Behavioural Assessment™ as delivered by Predictive Success® into their recruitment process to match the right candidate with the right job. As a result, **Swimco has been able to find the best talent that will help them achieve their corporate vision of growth and expansion.**

Implementing The Predictive Index System® within Swimco

Swimco initially used The Predictive Index Behavioural Assessment™ as a hiring tool. It significantly helped Swimco recruit candidates who could and had a desire to excel in their business. The PI Behavioral Assessment also helped Swimco achieve an elevated level of engagement they needed to grow to find the proper candidates at the store level. The PI Behavioral Assessment was not difficult to gain buy-in as their District Managers saw the strength the Interview Guides provided when interviewing "skinny resume candidates" as compared to traditional interviewing techniques.

Results with The Predictive Index®

Lori Bacon believes the PI Behavioural Assessment™, from Certified Partner Predictive Success® is a game changer when looking at the candidates with "skinny resumes". Hiring the right candidate into the right role and then combining it with coaching and training techniques for engagement **will truly help reduce turnover and the costs associated with onboarding and training.** Within the last 5 years, The PI Behavioral Assessment has helped Swimco create a more engaged leadership team and improved their Training & Development options available to staff. They have also reduced year-over-year turnover by 11% while increasing their new hire 90-day success rate by 14%.

