

## **Predictive Success Marks 2019 as the Year of Talent Optimization**

**TORONTO, February 13, 2019** – Hiring and inspiring a workforce to perform at their highest potential tops the list of things that keep Presidents and CEOs awake at night. More than price, product, and positioning, a high-performing workforce drives business results in a way that no business asset can. Enter the year of talent optimization.

[Predictive Success Corporation](#) is one of the world’s largest Predictive Index (PI) Certified Partners and one of Canada’s leading authorities on talent optimization. “Our Canadian team is proud of our global leadership position in the world of talent optimization and we’re excited about what’s happening in 2019,” said President and Founder, David Lahey. “What’s more, General Catalyst’s unprecedented [50-million-dollar investment](#) in The Predictive Index supports the massive potential for talent optimization to drive business results across all industries.”

Talent optimization is a four-part discipline that details what’s needed to align business strategy with talent strategy for optimal business results. By collecting, analyzing, and applying people data, business leaders can identify gaps, design a winning people strategy, hire top talent and build high-performing teams.

In business for 13 years, Predictive Success has helped more than 500 organizations—including Great West Life, HBC, and SaskPower—reduce turnover, hire smarter, inspire employees, increase sales, improve safety, and exceed other key business metrics. Predictive Success is one of the largest Certified Partners in the world and kicked off January 2019 as the partner with the most new customers acquired last year. Operating in every province, Canada’s Predictive Success team has trained and certified more than 5,000 leaders as Predictive Index Certified Analysts for their organizations.

“Predictive Success is one of our largest partners and Canada’s only Elite Partner,” said Mike Zani, CEO of The Predictive Index. “The team stops at nothing to ensure client success and they have earned the trust of organizations and multiple awards to prove it. We look forward to pushing the envelope with them again this year.”

Look for new concepts, tools, training, and our new book on talent optimization following on the heels of our first Canadian best-seller, [Predicting Success, Evidence-Based Strategies to Hire the Right People and Build the Best Team](#).

### **About Predictive Success**

Predictive Success Corporation is The Predictive Index’s only Elite Partner in Canada. The bilingual Predictive Success team works with 25 percent of Canada’s Best Managed Companies, helping businesses determine whether their leadership, teams, and culture are aligned to their business strategy. Using data-based talent optimization tools, Predictive Success can help organizations improve productivity by 30 per cent, reduce turnover by 50 per cent and increase sales by 15 per cent. The organization is a three-time Profit 500 Canada Award recipient and was named an Ernst & Young Top 80 Firm. Each year the PSC Foundation raises thousands of dollars in support of local health, research and education initiatives. To learn more visit [www.predictivesuccess.com](http://www.predictivesuccess.com).

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