

THE CHALLENGE - FINDING A WAY TO USE BIG DATA

At Big Brothers Big Sisters, the focus is to provide Canadian youth with high quality volunteer mentors. For nearly one hundred years, Big Brothers Big Sisters has been making a positive difference in the lives of kids by developing and implementing a wide range of one-on-one and group mentoring programs. Currently, over 33,000 children have the opportunity to learn from Big Brothers and Big Sisters. Moving forward, their challenge is to find matches for the thousands of youths who have indicated interest in the program and are waiting to be matched with mentors. Bruce MacDonald, CEO of Big Brothers Big Sisters of Canada, realizes the importance of evidence-based decision-making with the Predictive Index®. The opportunity to align theory with data constitutes a significant competitive advantage for the organization. Big Brothers Big Sisters have established the goal of developing an effective method to incorporate big data into professional practice.

IMPROVING THEIR RECRUITING PROCESS

Big Brother has implemented the tool in a variety of critical HR situations. Bruce states that understanding the job profiles and characteristics of the individuals he works with ensures that each member is engaged in a positive, productive interaction. He also uses the data for developing hiring insights and improving succession planning. In order to ensure potential employees are compatible with his organization, Bruce is currently working with supervisors and teams to complete an analysis of individual roles at Big Brothers Big Sisters of Canada.

He has also altered his hiring process. Following a direct supervisor's primary interview with a candidate, Bruce conducts a second interview. He explains that for recent hiring, they've had multiple candidates progress to second round interviews. Bruce administers The Predictive Index® to all candidates and compares the results to the job pattern. Bruce also utilizes the software generated interview guides.

BIG PLANS FOR THE FUTURE

Bruce attests that having a model to determine job fit has improved the overall effectiveness of his organization. His ultimate goal is to approach the board of volunteer directors who hire executive directors. The board of local directors is comprised of 122 professional volunteers from diverse industries and can be influenced to use the tool in their professional career. He emphasizes the importance of getting directors onboard with the Predictive Index® in an effort to improve selection. Ultimately, Bruce strives to exemplify better hiring practices and the optimization of talent through Predictive Index® training by Certified Elite Partner Predictive Success.

33K

CHILDREN

IN THE BIG BROTHERS
BIG SISTERS PROGRAM

"The biggest selling feature is when you get your own PI® (Predictive Index®) results and say 'wow this is me'. I was immediately overcome with ideas about how we could apply this tool to Big Brothers Big Sisters of Canada."



- Bruce MacDonald
CEO, Big Brothers Big
Sisters of Canada

