

BUSINESS OUTCOMES CASE STUDY

# \$250 Million increase in sales since implementing the Predictive Index

## The Challenge - Creating an effective team

In early 2008, Randy Lenaghan, VP Enterprise Sales at Microsoft, was faced with the challenge of developing a method of selecting individuals to build high-performing teams. "We didn't have as many employees as some of our competitors," says Lenaghan. "It was critical that we communicated value to our customer and became capable of competing at the same level as our competitors. We had to do more with fewer resources, and collaborate effectively with our corporate support to build high-performing teams."

## WHY DID MICROSOFT CHOOSE TO USE THE PREDICTIVE INDEX BEHAVIORAL ASSESSMENT™?

To accomplish this, David Lahey, President of Predictive Success Corporation™, introduced Lenaghan to the Predictive Index® (PI®). After implementing the scientifically-proven behavioural assessment tool, Lenaghan instantly acknowledged the value of PI and its potential to make his organization more productive and efficient.

## LEVERAGING PI

Using the Predictive Index, Lenaghan was able to gain an in-depth, analytical understanding of his team and their behaviours. Lenaghan explains, "It was helpful for us to look at the data and see how we complemented each other, 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, but were good for the organization, we were able to move them to a better position."

## BUILDING A CULTURE SUPPORTED BY DATA

Lenaghan also used the Predictive Index to help execute his Change Agenda. "The business was changing," says Lenaghan, "we were selling more online than traditional licenses, which can be bought in-store." Microsoft noticed that their customers' needs, wants, and purchasing habits had also evolved. As a result, their idea of "a good sales professional" needed to change. **With the help of the Predictive Index® and PRO, Lenaghan was able to build teams comprised of more customer-focused sales professionals.**

Paying attention to and understanding the behaviours of individuals on his team has created substantial results for Lenaghan. Since he started using the Predictive Index, revenues have **increased 16% per year from \$500 million to \$750 million.**

**INDUSTRY**  
Software

**EMPLOYEES**  
181,000

**GLASSDOOR RATING**  
5

 **\$250M**

increase in sales since implementing the Predictive index

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Since we've started using the Predictive Index, we've seen a revenue increase of 16% per year from \$500 million to \$750 million. The Predictive Index really did help.



**Randy Lenaghan**  
VP - Enterprise Sales  
Microsoft Canada  
(2006-2011)

