BUSINESS OUTCOMES - CASE STUDY

Decreasing turnover by 10% and increasing employee satisfaction by 50% with The Predictive Index at CIBC

The Company

Ranked as the strongest bank in North America by Bloomberg Markets Magazine in 2012, CIBC is one of the world's most recognized names in retail and investment banking. Globally, the bank serves more than eleven million clients and has over 40,000 employees.

Art Mannarn is a seasoned professional who started working in capital markets shortly after graduating university. He eventually found his way to CIBC Toronto -- where he would work for nearly 28 years. Art quickly scaled the corporate ladder at CIBC and eventually served as the bank's President and Chief Operating Officer. Guided by his exceptional ability, Art made a significant impact during his time as a CIBC executive. While Art served as the bank's COO, CIBC's share price rose from $32.32 to a high of $63.97, an increase of nearly 98%.

INDUSTRY
Financial Services

EMPLOYEES
40,000

GLASSDOOR RATING
3.9

SOLUTIONS

As a senior executive, Art was always looking for ways to help his employees excel. Searching for a solution, he turned to the Predictive Index System (PI), administered by Certified Partner Predictive Success. Art found great success in using the PI as a career management tool. The PI delivered by Certified Elite Partner, Predictive Success would provide employees with scientifically-validated insights, allowing them to make more informed decisions about their careers. By guiding employees toward roles that best matched their behavioural and cognitive profiles, Art knew his team and his firm could thrive.

RESULTS

As Art reflects on his successful implementation of the PI Toolkit, he specifically recalls using The Predictive Index, administered by Certified Elite Partner, Predictive Success, to coach an MBA student about her career. Years later, that same MBA student is now VP at CIBC. "I think she found our discussions about the PI very valuable in guiding her career", says Art. Not only were the results accurate, they were able to guide Art's employees toward the professional path that would fit them best. Art's use of The Predictive Index, contributed to dozens of similar success stories. **He remarked that employees he coached were 10% less likely to leave the firm and 50% more satisfied with their career decisions.** "[Using the PI] was like looking into a mirror for the first time," continues Art. "The accuracy of the PI's output allowed my team to make better career decisions, in terms of what areas they should focus on."

✓ **10%**
Decrease in employee turnover

✓ **50%**
Increase in employee satisfaction

" By using Predictive Success, I have found great success in guiding our best people through their careers. I would highly recommend the product to any firm wishing to do the same.

Art Mannarn
COO, CIBC (Retired)