Reducing employee turnover to 2% with The Predictive Index® as delivered by Founding Partner Predictive Success

The Company

Founded in 2013 to empower youth sports through technology, EventConnect is a privately held organization that pioneered connecting the event registration process with adaptive proprietary technology matched with unparalleled service to advance sports event organizers. It is a one-of-a-kind, end-to-end software that encompasses everything including registration, accommodations, scheduling, bracketing, merchandising, and ticketing for sports events. Sarah Dyer is the Senior Director of Operations and has been with EventConnect for the last 8 years. We sat down with Sarah to learn about EventConnect's story, growing from 5 employees in a shared office space 10 years ago to a team of over 70 that builds and supports ground-breaking custom technology for over 4,000 events per year across 800 cities, 20,000 hotels and 350 partners.

INDUSTRY
Technology

EMPLOYEES
70

OPPORTUNITY

Before the pandemic began, EventConnect's employees were all working out of their London, Ontario office. Once employees were forced to move to a remote work model, they realized that since they were working so well virtually, there was an opportunity to expand their talent pool. "We've worked really hard on our internal culture," Sarah told us. **"For us, it's not just a question of whether the person is good for the job, but do they fit into our culture here?"** When the company had a shift in leadership in 2020, it was decided that they wanted to become the best team possible, which included hiring internationally. "A big focus for us was how leadership was working with one another," she explained, "and once we got that down pat, we starting thinking about how it bleeds into the staff. **We want to know how to engage with our staff and help them work well together."** It was these goals that led EventConnect to seek out people analytics, and ultimately they found the right fit with The Predictive Index® as delivered by Founding Partner Predictive Success.

SOLUTIONS

When asked about their people journey, Sarah told us that they began with the basics. "We started by setting all of our job targets. This was a huge help in understanding what kind of human capital we had in the building, what we may be missing and are looking for in the next round of hires." This allowed leadership to really get to the root question of which job requirements are trainable, versus core drives and behaviours that an individual will be unable to adjust in a sustainable way. From there, EventConnect has been able to utilize the data through the employee lifecycle. "We also use it in performance reviews and improvement plans, because it's important for newer managers to understand what motivates somebody," she explained, "It answers questions like, how do they learn best? How can we help them with self-reflection?" **Armed with data from The Predictive Index® as delivered by Founding Partner Predictive Success, EventConnect has been able to reduce turnover to 2%.** Sarah's tip for companies just starting out with PI? **Enroll your team in training from Predictive Success Academy. "We still break out our workshop binders frequently," she told us with a laugh**, "It is really helpful to have that knowledge when reviewing the job targets and results."

✓ 2%
employee turnover

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"Hiring and firing is expensive and consuming. With PI, I feel like we are getting the right people in the door the first time. It goes a long way when the company is not a revolving door."

Sarah Dyer
Senior Director of Operations
EventConnect