

# Increasing engagement to 92% and reducing turnover by 53% with The Predictive Index® as delivered by Elite Partner Predictive Success

## The Company

When Heather Ricketts, a seasoned HR consultant, began her tenure at Seaport Intermodal in December 2022, she stepped into a company marred by high turnover, disengagement, and talent misalignment. The firm, formerly known as BTT, underwent acquisition by Rouge River Capital in 2010, with further expansions in 2013. Seaport's workforce spans Toronto, Montreal, India, and Quebec, totaling 265 employees. Upon Heather's arrival, she swiftly recognized the potential of harnessing The Predictive Index® (PI) as delivered by Elite Partner Predictive Success to tackle Seaport's challenges. Securing the CEO's support, Heather championed the adoption what would eventually be the full suite of talent optimization modules within the PI software.

### INDUSTRY

Transportation

### EMPLOYEES

265

### GLASSDOOR RATING

4.4

## OPPORTUNITIES

Initial hurdles were evident: subpar candidate quality, prolonged time-to-productivity, and a staggering turnover rate of up to 60%. Heather pinpointed the absence of a robust talent infrastructure, leadership development, and training as fundamental issues. The implementation of PI aimed to address these pain points comprehensively, incorporating job targeting exercises, revamped job descriptions, and PI-informed interview questions.

## SOLUTIONS

The impact of The Predictive Index® as delivered by Elite Partner Predictive Success was transformative. Engagement scores surged from 85% to 92% within a year, while turnover plummeted to under 7%. Notable success stories emerged, including employees returning to leadership roles within Seaport after prior dissatisfaction. **Essential to this success was the integration of PI insights across the employee journey, from recruitment to performance evaluations.** Heather emphasized the importance of tailored training programs, the appointment of PI champions, and continuous reinforcement of PI principles across the organization.

Heather also collaborated with Predictive Success Managing Principal, Rob Friday to define Seaport's core values through a Culture Credo initiative. Grounded in observing employee behaviors, these values were operationalized throughout HR processes, including recruitment, recognition programs, and performance evaluations.

In Heather's own words, **"The Predictive Index® wasn't just a tool; it was the compass guiding our transformation journey. It unearthed hidden talent, aligned our teams, and brought purpose to our cultural evolution."** Her leadership exemplifies the profound impact of leveraging The Predictive Index® as delivered by Elite Partner Predictive Success to drive organizational change, enhance employee engagement, and yield tangible business outcomes.



# 53%

reduction in turnover



I know there are alternative psychometric assessment tools out there, but I've used others and I can say I have not seen results like those from The Predictive Index® as delivered by Predictive Success from other products.



**Heather Ricketts, CHRL**

Vice President, People and Organizational Development  
Seaport Intermodal

