

# Case Study: HIRING

## HOW ONE COMPANY FOUND THE “PERFECT” GENERAL MANAGER

### *The Situation:*

Ames Linen had turned over their General Manager position three times in seven years. Sometimes the GM was too progressive and edgy and turned off the loyal staff. Other times, they were too passive and unable to lead change initiatives.

The turnover was wreaking havoc on their customers, their leadership team, and their production staff but mostly, the personal life of their CEO, Johanna Ames.

This is when Johanna reached out to Nancy Roberts, The DISC Wizard. *“When I initially talked to Johanna, she told me all about the business consequences to this situation. I finally asked her, what is this like for you personally?”*

She said, *“I’m here all the time, nights, weekends...Nancy, if I’m here in the plant and miss my baby girl taking her first steps, I will never forgive myself.”*

### *The Solution:*

Right away we set out to find Johanna a GM she could count on for the long haul. A Job Benchmark was developed that took into account Ames family-owned, fourth generation business and culture.

The benchmark showed that the GM position required a very interesting set of characteristics.

While they needed someone with **progressive, cutting-edge ideas**, they also needed someone that could **respect the traditions and ways of doing things** that came before them.

Change needed to happen but without causing a mutiny!

This key insight led to Ames finding a candidate from a city a few hours away who matched the benchmark almost perfectly.

### *The Resolution:*

*“Partnering with Nancy Roberts and following her approach has paid off dividends!”*

*Nancy helped us develop a benchmark of characteristics and traits that the best candidates would possess and then understand how each candidate compared to that benchmark.*



*“Using Nancy’s system, I found someone who matched our benchmark perfectly. Our General Manager, who has been with us over three years, is a great fit for the business and will be here for the long term.*

*~ Johanna Ames, President*



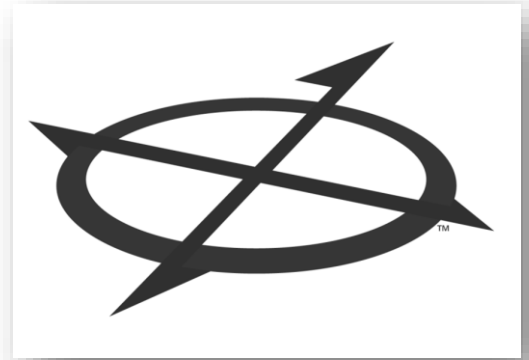
# WHAT PEOPLE SAY...

## about The DISC Wizard

### *Selected Top 2 Trainers...*

We used the DISC Wizard's hiring process to hire for our Customer Support Trainer position. Fast-forward one and a half years later, and the two candidates it helped us select are among the top Trainers that we have, and they have **fit perfectly into the role**. Now that's success!

~ Dave Finger, VP of Customer Technical Services, Pictometry International Corp., Rochester, NY



### *Hired Against Your Benchmark...*

Given our previous experience of hiring against the information in one of your benchmarks, I've now instructed our VP of Sales to pay more than the usual attention to the data we discover in this process.

If we had followed that before, we could have **saved ourselves six months of frustration**, lost productivity and **thousands of dollars**.

~ Chuck Finzer, President, Total Identity Group, Rochester, NY

### *Headhunter Refunded \$7k...*

One of your profiles was proved to be more effective than a headhunter who sent a General Manager to a client touting a "perfect fit." My company was called in to evaluate the operation several months after the hiring of the GM. The GM's shortcomings were quickly realized and your profile was completed to substantiate the misfit. The GM was reassigned and the headhunter refunded the \$7,000 fee based on the strength of the profile. The **headhunter was so impressed by the system** that he inquired about using it in his service.

~ Sam Garofalo, Owner, Technical Consulting, Mooresville, NC



# Nancy Roberts

## SPEAKER BIO



### CERTIFIED BEHAVIORAL ANALYST | AUTHOR | SPEAKER

*Coached and Advised Hundreds of Business Owners, Entrepreneurs, and C-Suite Level Executives*

As CEO and Founder of The DISC Wizard, Nancy Roberts helps businesses turn a critical eye toward their staffing choices.

The DISC Wizard's behavioral assessments guide employers in really getting to know their candidates and employees so they can improve job fit, alignment and, ultimately, engagement and retention.

Nancy is also a published author of several books, including *"The Little Red Book of Hiring & Firing- 7 Strategies for Finding & Keeping Engaged Employees"* and *"The Top Ten Strategies for Success in Business."*

Nancy has taken her message to a variety of businesses, reducing turnover by up to 50% and staffing high level executive roles with the perfect employees. Nancy's message has also been featured on ABC, WHAM Radio, and the Rochester Business Journal to name a few.

When Nancy isn't getting rated "Best Speaker" at conferences, she's reading, writing, cooking, and baking. She's also an avid traveler, swimmer, hiker, and spa enthusiast. Finally, she loves spending time with her husband, Jess, and her 22 nieces and nephews.

#### *Nancy has worked with...*

- ✓ ADMAR
- ✓ Allied Building Supplies
- ✓ Career Start
- ✓ Goldwell, NY
- ✓ LiDestri Foods
- ✓ Oak Hill Country Club
- ✓ Pictometry
- ✓ Rotork Controls
- ✓ SentrySafe
- ✓ TalentBridge
- ✓ University of Rochester

#### *As well as not-for-profit organizations such as...*

- ✓ Bivona Advocacy Services
- ✓ Catholic Charities
- ✓ Foodlink
- ✓ Lollypop Farm
- ✓ RESTORE
- ✓ YWCA