



THE TURNOVER CURE

THE REVOLUTIONARY
SOLUTION TO REDUCE
TURNOVER AND
IMPROVE CULTURE FIT
WITH EVERY HIRE

PRADCO
DEVELOPING STRONGER ORGANIZATIONS

REDUCE TURNOVER

High employee turnover is disruptive, affecting everything from team morale to productivity. It's a problem not just when hiring new staff, but also in maintaining a stable, satisfied existing workforce. In this guide, we will introduce a strategic solution that our clients have used time and again in every position from hourly workers to executive leaders to address high employee turnover, improve culture fit, identify leadership talent, and more.

You'll discover how you can gain a comprehensive understanding of potential and current employees, providing deeper insights than traditional job skills evaluations and resumes. It helps you understand an individual's work style, motivations, and compatibility with your organization's culture.

| All before you even hold your first interview. |

The kind of knowledge is crucial for identifying candidates who not only possess the right skills but also align with your team and organizational culture. In other words: who is the right fit for the long term?

This guide explores the high cost of turnover and the transformative impact of implementing our strategic solution into your hiring practices. You'll discover how other companies have significantly reduced turnover rates and fostered a more unified and efficient workforce, and how you can move from guesswork, hope and intuition to proven, insight-based hiring.



IDENTIFYING THE PROBLEM OF HIGH TURNOVER

High employee turnover is a multifaceted issue, with various contributing factors. It's more than just employees leaving; it's understanding the deeper reasons behind their departure. Identifying these root causes is critical for organizations striving to hire for a stable and efficient workforce.

Behavioral and Trait-Based Factors Contributing to High Turnover:

One of the less obvious yet significant drivers of high employee turnover lies in the mismatch of behavioral traits and attitudes between the employee and the workplace. Understanding these nuanced aspects is crucial in addressing turnover effectively.

Mismatch in Organizational Culture Compatibility:

When an employee's values, behavior, and work style don't align with the organization's culture, it can lead to discomfort and disen-

agement. Behavioral assessments can identify traits such as adaptability, conflict resolution styles, and teamwork tendencies, which are pivotal for determining culture fit.

Divergence in Work Style and Role Requirements:

Sometimes, an employee's inherent work style may not align with what their role demands. For instance, a highly independent person might struggle in a role that requires constant collaboration. Behavioral assessments can reveal such work preferences, helping in aligning roles to individual styles.



RECOGNITION AUTONOMY CHALLENGING WORK

Incongruence in Motivational Drivers:

Every individual is driven by different motivational factors — some are motivated by recognition, others by autonomy or challenging work. A mismatch between an employee's motivational needs and what the job offers can lead to dissatisfaction and eventual turnover.

By focusing on these behavioral and trait-based factors through assessments, organizations can significantly enhance their hiring processes,

ensuring that new hires are not just qualified, but are also the right fit for the role and the culture. This alignment is key to reducing turnover and fostering a more engaged and productive workforce.

Understanding these aspects allows for the development of more effective strategies to reduce turnover, by aligning employees' traits and preferences with the organizational environment and expectations.





THE COST OF HIGH TURNOVER

The financial impact of high turnover is staggering. Here are the results of a few studies showing the high cost of employee turnover:

High employee turnover can be costly for businesses. A study by the Center for American Progress found that turnover can cost organizations anywhere from 16% to 213% of the lost employee's salary, depending on the role's complexity.

The cost of replacing an individual employee (According to a Gallup report) can range from one-half to two times the employee's annual salary.

Turnover costs businesses about \$680 billion (stated by The Work Institute's 2020 Retention Report) and these costs are expected to grow to \$1 trillion by 2030.

These statistics highlight the financial impact of high turnover and underscore the importance of effective strategies to identify the right fit for both the role and the organization.

THE RIPPLE EFFECT: HOW TURNOVER AFFECTS TEAM MORALE AND PRODUCTIVITY



The impact of turnover stretches far beyond direct economic impact. Frequent changes in team composition can impact your organization in multiple ways:

Team Dynamics Disruption: Constant changes in team composition can hinder workflows and negatively impact team chemistry, leading to reduced productivity.

Increased Workload for Remaining Employees: High turnover often results in a heavier workload for existing staff, potentially causing stress and burnout.

Loss of Knowledge and Experience:

When employees leave, their unique knowledge and experience go with them, which can be particularly detrimental in specialized roles.

These effects underscore the importance of not only filling positions but also creating a stable, cohesive work environment.

For the past 65 years, PRADCO has helped organizations from Zales and Nestle to the NFL make informed decisions that drive their organizational goals and grow their businesses.

THE SOLUTION TO HIGH TURNOVER... INTRODUCING BEHAVIORAL ASSESSMENTS

Combining research-based practices and cutting-edge technology, we've used behavioral assessments to provide employers with a deeper, more nuanced understanding of potential and existing employees, going beyond what traditional evaluation methods offer.

What Are Behavioral Assessments?

Behavioral assessments are tools designed to measure the personality traits, behavioral styles, and cognitive abilities of individuals.

Unlike skill-based tests, these assessments delve into how a person thinks, feels, and interacts in various situations.

By evaluating aspects such as an individual's approach to problem-solving, communication

style, and response to stress, **these assessments give a clearer picture of how people perform in a team and adapt to the organizational culture.**

The insights gained from these assessments can be invaluable in predicting employees' future performance and their potential for long-term engagement with the organization.

It's about understanding the person behind the resume.



How Behavioral Assessments Differ from Traditional Evaluation Methods

Traditional evaluation methods in hiring typically focus on tangible qualifications like education, experience, and technical skills. While these are important, resumes and **job skill assessments don't always provide a complete picture of an individual's suitability for a role or a work environment.**

Behavioral assessments add another dimension by exploring the intangible aspects of a

candidate — their behavioral tendencies, values, and personality traits. This approach **recognizes that success in a role isn't just about what you know, but also about how you apply it and interact with others.**

By incorporating these assessments into the hiring process, companies can make more informed decisions, not just about whether a candidate can do the job, but about how they will do it and how they will fit into the team and organizational culture.

BEHAVIOR
VALUES
PERSONAL
TRAITS

The Role of Behavioral Assessments in the Hiring Process

In the hiring process, **behavioral assessments are used to screen candidates for suitability before they even reach the interview stage.** This screening helps in filtering out those whose behavioral profiles don't match the job requirements or culture.

During interviews, the results from these assessments can guide interviewers in asking

more targeted, behavior-focused questions. This leads to **a deeper understanding of the candidate, beyond rehearsed responses** given to common interview questions.

Post-hiring, the insights from these assessments can assist in onboarding, training, and developing employees in a way that aligns with their inherent strengths and work preferences. **This strategic approach can lead to higher job satisfaction and, consequently, lower turnover rates.**

Incorporating behavioral assessments into the hiring process marks a shift toward a more holistic and proactive approach to employee recruitment and retention. By focusing on the human element — the behaviors, traits, and attitudes that make up an employee — organizations can foster a more harmonious, productive, and stable workforce.



THE BENEFITS OF USING BEHAVIORAL ASSESSMENTS

Behavioral assessments are more than just a hiring tool; they are a strategic resource in building a cohesive, productive, and stable workforce. By focusing on the behavioral aspects of candidates and employees, these assessments bring a host of benefits that traditional methods often overlook.

Enhanced Job Fit: Placing the Right Person in the Right Role

Understanding Beyond Skills: Behavioral assessments go beyond technical skills and experience, focusing on traits and behaviors that determine how a person will perform in a specific role and work environment. This allows for a more comprehensive understanding of job fit.

Aligning Roles with Personal Strengths:

By identifying an individual's inherent strengths and preferences, these assessments

help place people in roles where they are more likely to excel and be satisfied, leading to better performance and longer tenure.

Reducing Mis-hires: Utilizing behavioral assessments in the hiring process significantly reduces the chances of mis-hires — situations where an employee is technically qualified but fails to thrive due to misalignment with the role's behavioral demands or organizational culture.



Predictive Insights: Understanding Potential Before Hiring

Anticipating Future Performance:

Behavioral assessments provide predictive insights into how a candidate might behave in future situations, which is invaluable in assessing their potential for success in a role.

Identifying Development Needs Early:

These assessments can also highlight areas where a candidate might need further

development, allowing for targeted training and support from the start.

Making Informed Hiring Decisions:

Armed with this information, hiring managers can make more informed decisions, selecting candidates who are not just capable but are also a good long-term fit for the role and the company.



Improved Team Dynamics: Fostering a Harmonious Work Environment

Enhancing Team Compatibility:

Understanding the behavioral styles of team members can lead to more harmonious and effective team dynamics. It helps in assembling teams with complementary styles and strengths.

Facilitating Better Communication: Insights from behavioral assessments can guide how team members communicate and collaborate, leading to improved understanding and reduced conflicts.

Supporting Effective Leadership: For leaders, this information can be crucial in managing teams more effectively, tailoring their approach to suit the behavioral styles of different team members.



CASE STUDY: REDUCING SKILLED MANUFACTURING TALENT TURNOVER THROUGH BEHAVIORAL ASSESSMENTS

The Challenge: A manufacturing company faced high turnover rates, particularly among their hourly employees, leading to increased training costs and reduced productivity.

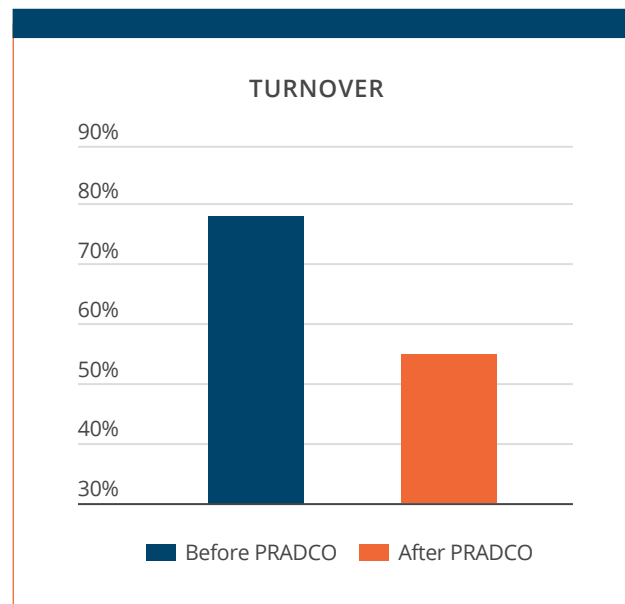
The Solution: By implementing PRADCO's Quick View™ Hourly Assessment, the company could identify candidates who were a better fit for their specific work environment and demands.

The Outcome: The results were remarkable. The company saw a significant reduction in

turnover, leading to cost savings and a more stable workforce.

The assessment helped them understand not just who could do the job, but who would thrive in their unique environment.

	Pre PRADCO	With PRADCO
Hired within 7 months	290	75
Left/Fired within 7 months	226	41
Turnover	78%	55%



KEY TAKEAWAYS

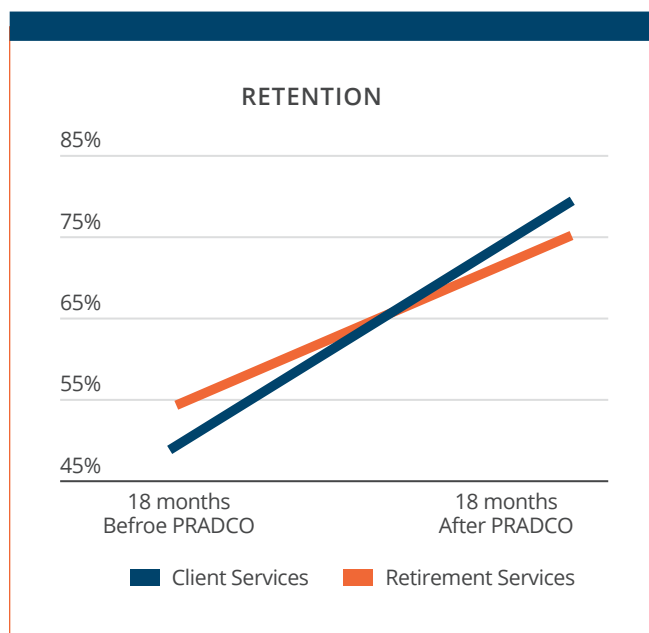
- PRADCO's Quick View™ Hourly Assessment saved the client \$74,322 through turnover reductions.
- Using PRADCO's assessment in the selection process provided a benchmark for success to compare candidates and improve interview quality and consistency.

CASE STUDY: ELEVATING RETENTION IN FINANCIAL SERVICES WITH STRATEGIC ASSESSMENTS

The Challenge: A prominent financial services firm struggled to find professionals who not only possessed the necessary technical skills but also excelled in soft skills. The high cost of turnover, amplified by extensive onboarding processes, exacerbated the issue.

The Solution: PRADCO initiated a twofold approach. Initially, they utilized the Quick View™ Contributor Assessment to establish a success benchmark by identifying behavior traits distinguishing the most successful long-term employees. This benchmark was then applied to evaluate potential hires and integrated into the onboarding process for new employees. Additionally, PRADCO equipped hiring managers with the skills to effectively utilize the assessment results, optimizing both the hiring and development phases.

The Outcome: The implementation of the Quick View™ Contributor Assessment had a profound impact, significantly boosting retention rates. Within 18 months, retention surged by 32% for one key position and 21% for another, marking a notable achievement in the firm's talent management efforts.



KEY TAKEAWAYS

- The Quick View™ Contributor Assessment led to over \$76,000 in savings by reducing turnover.
- Incorporating PRADCO's assessment tool not only refined the hiring process but also enhanced the onboarding experience, ensuring new hires were poised for success from the outset.

	Client Financial Services	Retirement Services
Retention 18 Months Prior to PRADCO	47%	55%
Retention 18 Months After to PRADCO	79%	76%
Increased Retention:	+32%	+21%

CHALLENGES OF RUNNING BEHAVIORAL ASSESSMENTS IN-HOUSE

While behavioral assessments offer many benefits, managing these processes in-house can present several challenges. Understanding these hurdles and recognizing the value of expert assistance, like that offered by PRADCO, is crucial for a successful outcome.

Complexity of Assessment Design and Interpretation

Creating and interpreting behavioral assessments can be complicated. It's tough to make sure these tests are fair, provide valuable insights and follow the law. Here are some of the challenges faced when trying to develop them on your own:

Expertise Required: Designing and interpreting behavioral assessments require specialized knowledge and skills. Without this expertise, it's challenging to create assessments that accurately measure the desired traits and interpret the results effectively.

Risk of Bias: In-house teams may inadvertently design assessments that are biased or not compliant with employment laws. This could lead to unfair hiring practices and legal complications.

Time-Consuming Process: Developing, administering, and analyzing behavioral assessments can be time-consuming, especially for HR teams already burdened with day-to-day operations.

PRADCO's hiring assessments provide professionally designed tools that are both results effective and compliant, ensuring unbiased and legally sound assessment processes.



PRADCO offers solutions that can easily integrate with your current HR processes, ensuring a smooth transition and data-driven insights that add immediate value.



Integration with Existing HR Systems

Adding new tools and systems to your hiring process can be tricky and keeping track of all the data is important. Here are just a few of the challenges companies typically face:

Technical Challenges: Integrating new assessment tools with existing HR systems

can be technically challenging, especially if the systems are not designed to work together seamlessly.

Data Management: Properly managing the data collected from assessments to make informed hiring and management decisions requires a robust system capable of handling and analyzing this information.

Consistency and Scalability

Keeping assessments uniform and integrating them into your hiring process smoothly are key challenges. It's important to get this right for trustworthy results and smooth growth.

Maintaining Standardization: Ensuring that assessments are administered and interpreted consistently across the organization is crucial for reliable results. Inconsistent practices can lead to unreliable data and decisions.

Scalability Issues: As your organization grows, your assessment processes need to scale accordingly. Managing this growth in-house can be a significant challenge.

With PRADCO's expertise, organizations can ensure consistent and scalable assessment processes, tailored to meet the needs of growing organizations.

Training and Ongoing Support

Ensuring your team is well-trained and supported throughout this process is vital for reaping the full benefits of these assessments.

Need for Continuous Training: Regular training is essential for HR teams and managers to stay updated on best practices in administering and interpreting assessments.

Requirement for Ongoing Support: Continuous support is required to address any issues that arise and to update the assessments as organizational needs evolve.

PRADCO not only provides initial training but also offers ongoing support and updates, ensuring that your team is always equipped with the latest tools and knowledge.



TAKE THE FIRST STEP TOWARDS REDUCING TURNOVER

Don't let high turnover rates and bad culture fits cripple your organization.

Embrace the power of behavioral assessments and watch as your organization transforms into a more harmonious, productive, and resilient entity. **Contact PRADCO today for your free consultation and take the first step towards a brighter, more stable future for your organization and its employees.**

We Guide You All the Way: You'll get advice from experts on picking the best assessments and making them a part of your team's routine.

Tailored Just for You: Whether your organization is big or small, we have solutions that match your needs.

Say goodbye to the headache of people leaving all the time. Use the powerful insights

of behavioral assessments to build a team that sticks around and does great work. Reach out to PRADCO now and let's make your team better, together.

Let us show you how our assessments can work for your organization.

Expert Guidance and Support: Benefit from our expert advice on choosing the right assessments and integrating them into your hiring and management processes.

Customized Solutions for Your Business: Whether you're a small business or a large corporation, PRADCO's solutions are designed to fit your specific requirements.

**CONTACT PRADCO
FOR A FREE
CONSULTATION**

**Discover how our tailored
assessment solutions can align
with your unique business
needs and objectives.**

**CONTACT US (440) 337-4700
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