



# Chris Taylor

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Analytics Over  
Instincts.



# What Data Do We Rely On?

- Sales Growth
- Number of New Accounts
- Average Response Time
- Revenue per Employee
- Gross Margin
- Market Trends
- Marketing Efficiency
- Net Margin
  
- People Data?





# CI Purpose

Applied analytics used to predict human behavior over time and under pressure in the workplace

# Application

- ✓ Increase Speed of Growth
- ✓ Increase Productivity
- ✓ Decrease Turnover
- ✓ Candidate screening
- ✓ Right person right seat



# Why Are People (Behavioral) Analytics So Important

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Gallup Research Shows That Out of Every 12 People You Hire

- 3 are C players (mediocre to poor)
- 6 are B players (average to good)
- Only 3 are A players (consistently excellent)

*“Getting the right people in the right jobs is more important than developing a strategy”*

– Jack Welch

# Behavioral Analytics Overview

- Myers Briggs (1944)
- Big 5 (1958)
- DISC (1956)

Many tools have been spawned:



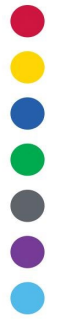


# How People See The World



Bring Energy, Optimism,  
Relational, Enthusiasm





# Detailed, Perfectionist, Exacting, Intense



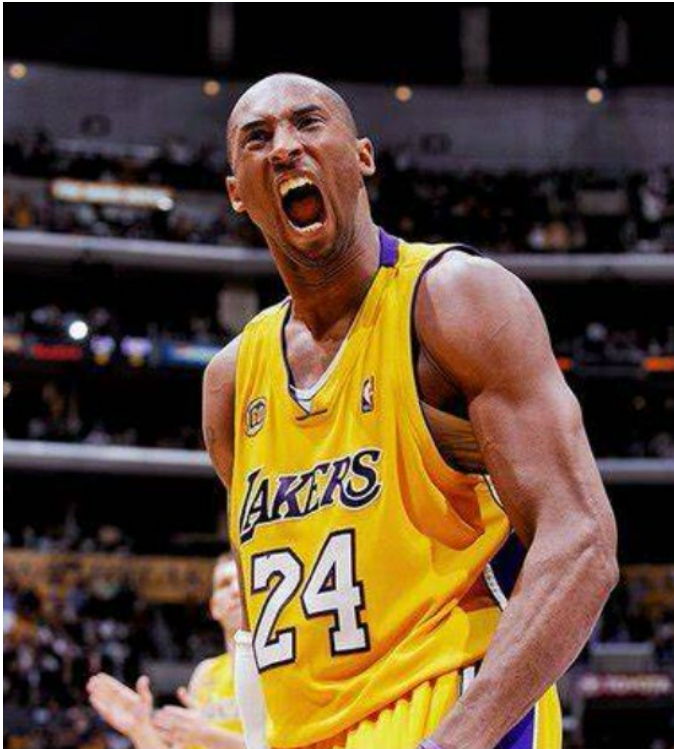


# Influencing Center of Attention





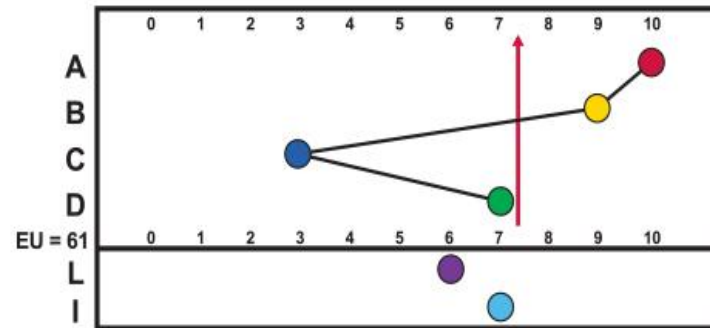
# Intense, Driven, Achievement Oriented, Win!



# 7 Work-Related Traits

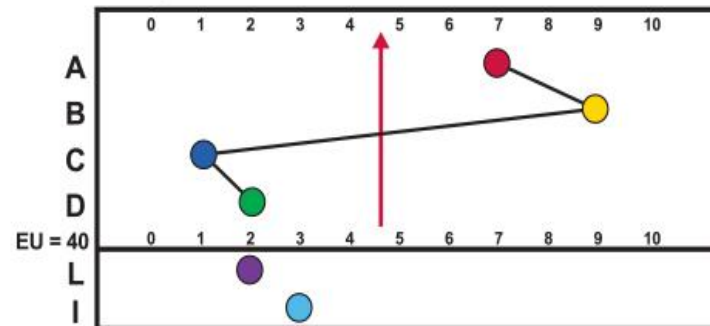
Inherently “Who” →

Survey Traits



Modifying “How” →

Job Behaviors



A

Autonomy

B

Social Ability

Pace

C

Conformity

D

Mental Stamina

EU

Logic

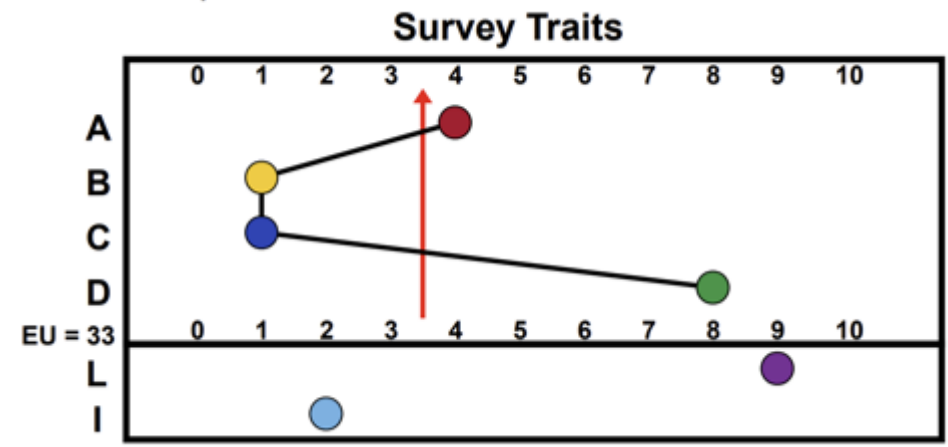
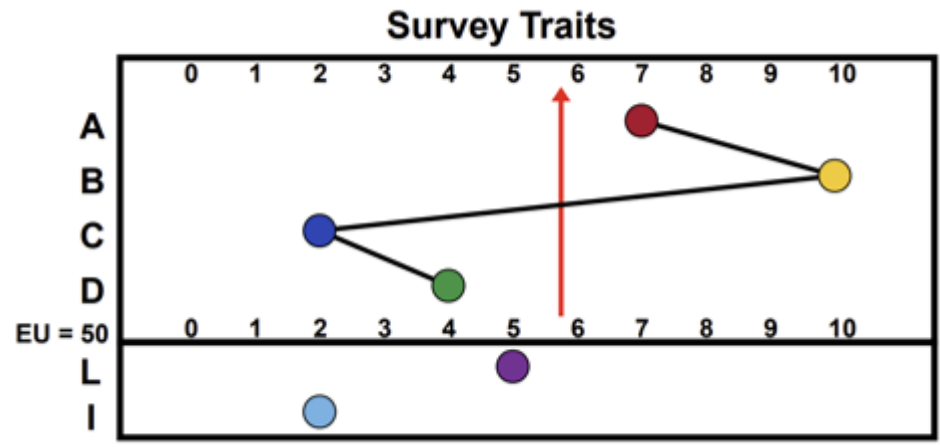
L

Ingenuity

I



# Survey Readbacks



# Who Would You Hire As Your Superintendent?

Choices:

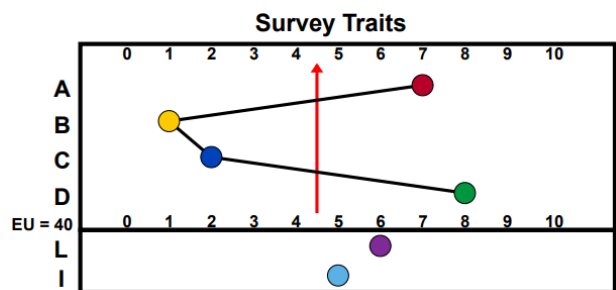
People or Technical Orientation?

Problem Solver or Experiential Learner?

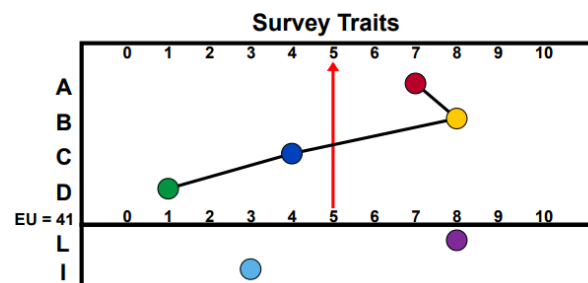
Time Tense – Future or Present?

Detail Orientation – Delegator or Perfectionist?

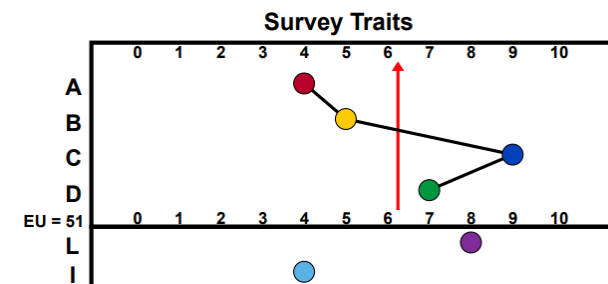
Accountability – Trusting or Verifies?



Candidate 1



Candidate 2



Candidate 3

# What Happens When...

We put a square peg in a round hole



- Person kills themselves (Individual Stress)
- Team kills themselves (Team Stress)
- There is a delivery gap (Customer Stress)



# Uses of Behavioral Analytics

- Interviewing
- Team Dynamics
- Reorganization
- Coaching
- Workload Balancing
- Leadership Development

*Increase Speed of Growth  
Increase Productivity  
Decrease Turnover  
Candidate Screening  
Right Person Right Seat*



# Concluding Thoughts

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