

EMPLOYEE DEVELOPMENT

LARGE, PUBLIC HEALTHCARE COMPANY WANTED TO IDENTIFY THE TRAITS OF ITS MOST SUCCESSFUL SALESPEOPLE.

Business Consulting Practice

Assessed current selection system. Client had a robust centralized sourcing & selection system which had been developed by psychologists which fed five separate company divisions globally.

Science of Passion & Purpose

- The current selection system had not accounted how each Regional Division Leader's passion & motivation created differing operating norms within their divisions: the values they imposed, the implicit norms they created in their environments and the differing outcomes each rewarded.
- Educated client in how Patterns of Passion & Motivation informed each Regional Directors environmental norms and outcomes and how that created different environments in the same organization.
- Client decentralized part of their selection protocol to account for localized environmental norms under each Regional Divisional Leader.

Psychology Lens

- Validated creating scale around global sales leader traits and localizing environmental fit with tailored interview questions for each environment.

Organization Outcome

Client sourced and retained 300+ salespeople in a fit category for a 5-year period.

AT A GLANCE

Root Cause:

- Unaligned central selection system with lack of necessary customization.

Solution:

- Decentralized selection process and integrated passion and motivation patterns.



“A leader's definition of success is determined by their passion.”

Jonathan Paul

Founder, Jonathan Paul Consulting