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CLIENT TESTIMONIAL

Creating a productive culture in a small manufacturing firm

“We launched our business in 1976 and eventually sold it in 2000. But then, due to unexpected circumstances, we made the decision to reacquire the company in 2006. We knew we’d have to make some changes to the culture,” said Linda Whitt, controller at ChemRite Copac.

ChemRite Copac is a small family owned manufacturing company. They are experts in chemistry and manufacturing but not HR. That’s why they relied on Drake P3 to give them insights on how to reinvigorate the culture.

“We did an initial evaluation on all our managers using the DrakeP3 assessment. We wanted to learn more about our strengths and weaknesses. The assessment showed we weren’t well-balanced. We were all very high in one psychological trait: conformity. That meant we worked well together, but we didn’t really have anyone who challenged the status quo,” said Whitt.

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Understanding where the team was weak, gave ChemRite Copac insights on what characteristics to look for in new hires.

“We used Drake P3 in assessing candidates for new jobs in purchasing and production. We were able to identify people who would be assertive and would bring new ideas to our attention. It worked out very well.”

“PEOPLE SAY, WOW THAT ASSESSMENT WAS AMAZINGLY ACCURATE.”

How do ChemRite Copac managers feel about the assessment instrument? “Everyone is onboard,” Whitt explained. “People say, wow, that assessment was amazingly accurate.”

ChemRite Copac continues to use Drake P3 in assessing new hires and to help in managing performance. It’s the kind of HR tool that makes a big difference for a down-to-earth organization.

“We’re a small company and we apply the tool as needed – we don’t need a big HR staff to run this for us,” said Whitt. “What do I like best?” said Whitt, “Well, it’s easy to use and for me that’s really important because I don’t have the time to spend on something that is really complicated. That is something I really appreciate.”

DRAKE P3 IS AN advanced behavioral and personality profiling instrument that helps companies achieve a good fit between personality and job. Clients are delighted with how it has helped them; here is one company’s story.

To learn more about how P3 can be integrated into your hiring process, please contact:

Janine Smith
2410 Pleasant Valley Road
West Bend WI 53095
Tel: 414.232.6596
janine.smith@jperformancestrategies.com
jperformancestrategies.com



ChemRite Copac

Where are the personal care products in your home, like hand soaps, moisturizers and sanitizers, actually made? They may well have been made by ChemRite Copac who does production and packaging of personal and automotive care products for many well-known consumer products companies. With about forty full-time staff and a large part-time production staff, they are typical of the small privately run firms that are the backbone of the economy.

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