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CLIENT TESTIMONIAL

Hiring better staff in financial services

“We use the Drake P3 in our recruitment process,” said Gary Gragg EVP at First Financial Bank in Texas, “We did a study of our star performers and created a composite profile of their personal characteristics. Now when we are hiring we compare candidates to the profile and so we have a better chance of bringing in new star performers.”

First Financial is a holding company which oversees ten different banks. As you can imagine each bank has its own personality, even so, one thing they have in common is that they all use the Drake P3 assessment tool.

Gragg shares a story of how the Drake P3 can help with hiring decisions.

“We were looking at candidates for our loan review area, which is where we train people who are just starting in lending,” explained Gragg. “The Drake P3 showed that one applicant was extremely introverted. Our composite profile of successful loan officers shows they should be somewhat extroverted. With his degree of introversion he would have struggled in that job. This insight helped us choose another candidate who had a better chance of doing well in the bank.”

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The Drake P3 assessment isn't a knock-out tool, but First Financial uses the information from the assessment to help guide their judgement. Gragg recalls another example of how the Drake P3 assessment helped the bank avoid a poor hiring decision.

“I remember one time we were looking at hiring a loan officer,” said Gragg, “and this fellow looked like a really good candidate. He fit in all the boxes of the profile except for one and that one was conformity. So this was an area we explored in our interview. We discovered he was a big picture thinker and not particularly good at dotting the i's and crossing the t's. Unsurprisingly, it turned out he'd had problems with the paper work in previous jobs. Well, we don't want our loan officers to be sitting at a desk all day, we want them out meeting customers, but in the loan business getting the paper work right is paramount—his job wouldn't have worked for him. We did him a favour and saved ourselves a headache by not putting him in that role.”

“ALL THE BANK'S PRESIDENTS ARE BELIEVERS IN THE PROCESS AND HAVE BEEN SUPPORTING IT FOR MANY YEARS.”

Making a bad hiring decision is very costly and at First Financial they take the time to get the right people. One of the ways they can be better than their competitors is by having better people and they appreciate the role Drake P3 plays in finding those people who really fit the role.

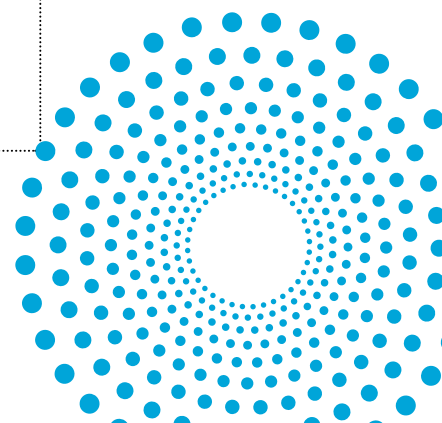
“I don't have any problems with the product whatsoever,” said Gragg. “It's easy to use and it can do things even beyond what we are using it for. If we can reduce turnover then the product easily pays for itself.”

Effectively deploying HR tools like Drake's P3 is a reflection of an organization that believes it succeeds through its people. “We've been big fans of the Drake P3,” said Gragg, “All the bank's presidents are believers in the process and have been supporting it for many years.”

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:

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FIRST FINANCIAL BANK

About the First Financial Bank

First Financial is comprised of 10 community banks and has 48 locations across Texas. With a history that stretches back more than a hundred years the banks are well established in their communities. First Financial is committed to providing high-quality personalized service.

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