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CLIENT TESTIMONIAL

Developing managers in a financial services firm

“We use Drake P3 primarily in employee development, performance management and building work teams. It’s been extremely valuable to us from that viewpoint,” said Marc Bouwer executive vice president, strategy, marketing & technology at Travel Guard. Travel Guard is an insurance company that is focused on employee development, so much so that everyone has access to a career coach and is given the resources they need to develop themselves.

“One of the foundational pieces is Drake P3 which gives employees insights into their communication style, management style and emotional intelligence,” said Bouwer. These same factors are useful in helping the company assemble teams that will be effective together and create an environment where employees can give their best. “We’ve have had really great luck in using this tool.”

Perhaps what is most dramatic is how an assessment with Drake P3 can help improve an individual’s performance. “We had someone in mid-level management who had been with the company nine or ten years,” explained Bouwer. “He had recently been bouncing between jobs laterally and hadn’t been gaining any traction. You bounce enough and you find yourself in a dank, cold corner where the opportunities have been dissipated and the future doesn’t hold much promise.”

“We ran him through Drake P3 and some other assessments to find out what sort of situation he would be most fulfilled in. Thanks to that analysis we decided to put him in a business analysis role, bridging technology and sales. It was a team he was well suited to, with the kind of communication style and levels of autonomy that fit his profile. We sat down with the VP of Sales and VP of Technology to explain how we had structured the job so he would be successful. Well, within 90 days the employee was one of the most successful and sought after people in the company; working at a whole new level of performance and productivity. He’s having a major impact on the success of the company.”

“We have several examples like this; by using the information we get from Drake P3 we have been able to release the potential of employees,” concluded Bouwer. Drake P3 provides insights into an individual’s character and abilities in a way that managers find actionable.

Bouwer said, “It gives us an idea which group of people are going to be more process and detail oriented versus more conceptual or big picture. It separate ideas people from execution people and we make a point of assembling teams that have adequate numbers of each. It shows us what an employee is going to do well, without the high cost in time and credibility of finding that out by trial and error.” There are other assessment tools on the market, but Drake P3 is likely to be the best fit for mid-sized firms.

“We looked at seven or eight different tools that were designed to give the same sort of answers and this was clearly the best for our enterprise wide application both in terms of the pricing structure and the way it worked,” said Bouwer.

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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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About Travel Guard



If you travel on business there is a good chance you have been protected by Travel Guard, one of the world’s leading travel insurance providers. With just over 800 employees they are a mid-sized firm that still cares about employees as individuals. They compete on the ability of their people to provide exceptional customer care so managing people well has to be a core competency.

