



# Establishing a scalable and efficient hiring process at motionstrand

Founded as a small digital shop in 2003, Motionstrand is now a full-service digital agency that builds branded online experiences to create lasting value for clients. Through a combination of data-based insights and unparalleled creativity and strategy, Motionstrand was uniquely positioned to grow as the internet became ubiquitous and its clients' digital needs expanded.

In 2016, Motionstrand entered into a period of rapid growth. To ensure that it was operationally and financially prepared to meet the challenges that accompany that kind of growth, the agency brought on Ted May, a corporate finance veteran and controller.

Tasked with stabilizing the company's finances during this potentially tenuous time, the team knew they needed to examine all areas of the business to ensure that each was running efficiently before scaling up.

## Business challenge

One of the first things the team did was conduct an audit of all of Motionstrand's processes to determine areas where costs could be reduced and efficiency improved. During their initial audit, they realized that Motionstrand's hiring and recruiting practices were riddled with high opportunity costs, calling them "mediocre at best," and extremely taxing at worst. Managers had to navigate a high-touch, multi-step recruiting process.

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**Ted May - Corporate Finance Veteran and Controller**

"We discovered that we were wasting \$167 hourly per manager," Ted explained, "and spending anywhere from \$7k-\$15k per manager per candidate in pre-interview costs alone." And that's not all. There was also the group interview cost. "We were spending \$1,000 per hour on a room full of managers, and requiring [managers] to step away from their duties for upwards of three hours," Ted said, "The costs didn't make sense when managers were interviewing a \$35/hour candidate."

The team knew that streamlining the agency's hiring and recruiting processes would be critical to the agency's future financial success. Familiar with assessments from his previous roles, Ted began to look for the right fit to present to the team. Wanting to work with an organization that valued data the way Motionstrand did, he deliberately avoided both the Myers Briggs and DISC assessments and reached out to a recruiter for advice. The recruiter suggested The Predictive Index.

## Solution

While the team was familiar with assessments and had a healthy level of skepticism about them, after meeting with the sales team at PI, they quickly understood that PI wasn't an assessment company. Unlike traditional assessment companies, they realized that the PI assessments were merely a means to gather the data points that would help them achieve their business goals of improving operational efficiency. Ted confirmed, "deciding to start using PI was a business decision."

Initially, the team rolled out PI with internal employees as a test. And it didn't take long for them to notice PI's impact; communication between team members improved, and people began to manifest a better understanding of each other's drives, needs, and work styles.

Confident in PI's ability to catalyze real change, the team decided to incorporate it into Motionstrand's hiring practices.

## Results

After signing on with PI, Motionstrand reduced the amount of time spent reviewing resumes by two-thirds. With PI, Motionstrand was able to reduce the cost of recruiting a candidate by 72 percent annually. That translated to more than \$50K in annual savings.

And while hiring was the impetus for contracting with PI, Motionstrand has gotten a ton of value from "finding new ways to leverage PI to improve how we work together and integrate managers and teams," as Ted put it. Motionstrand uses PI:

- During monthly finance meetings to find correlations between Job Target alignments and misalignments—noticing that misalignments often result in lower performance.

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- To analyze the behavioral needs of managers and direct reports, and to come up with better ways of working based on each person's Reference Profiles to improve employee morale and engagement.
- With managers to empower them to take greater control over how they put teams together.
- With vendors and recruiters to ensure they're "the right fit" for Motionstrand's business.

Motionstrand continues to examine ways to leverage PI to bolster its business strategy and bring the value it's experienced with PI to other areas of the business.



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