

## Xcellerate IT – Case Study

### Client

Xcellerate IT is an IT company that specializes in document imaging and creating “paperless offices”.

In 2005, the C.E.O. identified that they needed to create an optimistic culture and to recruit IT Consultants with high attention to detail; individuals able to follow through and speedily complete software installations.

### Requirement

The previous five years of the business from the year 2000, saw high turnover of people in most roles. Frustrations were high, trying to balance high technical skills with sales, people and management skills.

Training costs were high, plus high turnover of people resulted in poor relationship management with clients.

### Challenges

The management team was frank about the need to find people for all roles who were strong in systems, processes and procedures; who had great communication and people skills, together with high levels of optimism and resilience.

Recruits via traditional methods were unsatisfactory and resulted in high training costs and high turnover.

How could we connect to the right people with the right strengths absolutely crucial for company growth?

### Solution

After discussing the successes at Century 21, Wizard and UNAC, we introduced the same Synergy Profiling system to identify ten key sub-conscious strengths that would deliver the right people with all the necessary skills.

We changed advertisement wording to include relevant questions which would capture the key people and subsequently had less people applying.

Using this system over the last five years, we have consistently found the right people, complementing and enhancing the strengths of the team in place.

### Time Line

On average, 3-5 new people are being recruited annually and we have in place benchmark scores out of 10 for each of the important strengths and their overall scores out of 100.

Whenever there were any doubts about important key strengths, i.e. a score of less than 6/10, then we would not interview or consider these applicants.

Over a period of two years we were able to have six “champions” with the ideal breakdown of scores and sub-conscious strengths. This meant future recruits could be compared quickly and that we only interviewed the right people with comparison or higher scores.

The “champions” showed us that by identifying their sub conscious strengths, we were able to see by their consistent actions that they were the right people for the roles.

### Results

Because the management team had been so open and honest about their people challenges and they had been so frustrated for the previous five years; finding the right people has created an energetic, optimistic culture that is delivering high levels of sales, service; delivery of projects on time and to customer expectations.

This has resulted in high referrals and high retention of clients.

Overall growth in revenue is greater than forecast being 25% per annum and Xcellerate IT is rapidly being recognised as a leader in the document imaging and paperless office market place.

### Conclusion

When a management team like Xcellerate IT are prepared to face the brutal facts about their challenges, then the right solutions can be tested and permanent solutions can be found.

The team also realised that consciously choosing new recruits was dangerous, inaccurate and a guessing game.

However, once they saw the effective results of measuring the ten key strengths and the flow on actions and behaviours, the serious problems and costs of staff turnover, training and client retention were solved.

This is a great example of courageous management connecting to experienced experts with appropriate strategic coaching and management solutions, resulting in results exceeding their expectations.

"A recent recruitment drive provided us with 48 applicants, 10 of which had the right systems backgrounds. We profiled 10, interviewed 2 that fitted our profiled benchmark criteria and employed one. The time and money this saved us is huge. When we add the experience of Denis Preston and the Synergy team; include the invaluable benefits of Profiling to find the right people for the right roles; implement the secrets of using leverage with Host Beneficiaries and Joint Ventures, our growth over the last three years really has been remarkable". Thank you Denis!

**Howard Boretsky, CEO Xcellerate IT**