

Topgrading®



Hire and *Retain* more **A Players**
with **Topgrading**, the **MOST** *proven* and
effective hiring method on the planet.

Topgrading, Inc.
847-244-5544
www.topgrading.com

Topgrading Case Studies

Hundreds of companies, large and small, in all industries have **Topgraded** with the average results of hiring **HIGH PERFORMERS** improving from **26%** to **85%**.

THE IMPACT OF TOPGRADING ON HIRING HIGH PERFORMERS



Additional case studies can be found at www.topgradingcasestudies.com

To qualify as a **Topgrading** case study, CEOs had to assure accurate measurements of hiring success and offer their testimonial stating that **Topgrading** has made the company more successful.

Table of Contents

● Access.....	4
● American Heart Association.....	4
● Argo Group.....	4
● Azura.....	5
● Carestream.....	5
● Culligan.....	5
● Columbus McKinnon.....	6
● Corwin.....	6
● Dentek.....	6
● DPT.....	7
● Education, Inc.....	7
● EMC.....	7
● GE.....	8
● Home Instead.....	8
● K&N Management.....	8
● Labsphere.....	9
● MarineMax.....	9
● Maxon Wheels.....	9
● Mint.com.....	10
● Netsurit.....	10
● North American Nursing Association.....	10
● Nurse Next Door.....	11
● Onyx MD.....	11
● Pro Service.....	11
● Red Door.....	12
● Sigma.....	12
● Synergia One.....	12
● Tekmore.....	13
● Virtual Technology.....	13



Results

- Improved from **33%** to **94% A Players** hired and promoted within the company

*“During the recession we continued to grow revenue; we’ve been one of Utah’s fastest-growing companies, and we’ve won multiple awards as a “best place to work.” Having 94% A Players at Access is one of the key reasons for this success. **Topgrading** has been the foundation to help us attract, hire, and retain these A Players.”*

Larry Maxfield, CEO

*“**A Player candidates** always say one of the reasons they joined us was because of the thoroughness of the **Topgrading** methods.”*

Travis Issacson, Director Organization Development

Results

- Improved from **25%** to **95% A Players** hired and promoted to upper management positions.



*“**Topgrading** helped us to raise \$50 million more, which helped us let women know heart disease is their #1 cause of death. **Topgrading** saves lives.”*

Cass Wheeler, CEO

Results

- Improved from **51%** to **96% A Players** hired/promoted in management (AVP and above).



*“Argo is more successful as a company because **Topgrading** has resulted in a higher percentage of A Players. For example, one business that we **Topgraded** is performing better because we didn’t need as many people. So now we’re remapping some of the workflows across the entire company because we’re finding that we can be substantially more efficient and get just as much work done with, say, 20% less people, if they are A players. And that’s a material change that will make not just one division, but all Argo Group more successful.”*

Mark Watson, CEO

Results

- Pre-Topgrading hiring success un-known, but with **Topgrading**, **75%** of all employees hired throughout the company have turned out to be **A players**.
- Topgrading slipped, and hiring success declined to 40%, but because of the negative impact on the business, Topgrading has been reinstated.



"Topgrading has definitely made the company more successful. We started the company with Topgrading and got great results hiring and in the business. We let Topgrading slip, we saw the business hurt, and so we've re-launched Topgrading, with great success."

Tim Heronimus, Principal

Results

- Improvement from an estimated **30%** to **74% A Players** hired throughout the IT department.
- **100%** of those hired for the leadership team have turned out to be **A Players**.



"With a 4-year goal of 1.5% increase in sales, our team has almost achieved it in only 3 years. Furthermore, efficiency has increased tenfold and productivity is much improved. The only way we could have achieved those results is with Topgrading."

Bruce Leidal, CIO

Results

- Performance Management process shows **76%** of managers and **80%** of employees are **A Players**.



"At Culligan we've rolled out the Topgrading online hiring forms and guides called TOLS, and they are hugely effective and helpful. The Topgrading Snapshot is amazing! You can know the candidate's performance ratings by all bosses and the full comp history even before talking with a candidate."

Scott Clawson, President and CEO

Results

- Pre-Topgrading hiring success is not known, but with **Topgrading** use, **85%** of our hires for all positions have performed at **A or A potential level**.



"Topgrading has been essential in our international growth. Without Topgrading our growth and market share would not have been nearly as impressive. We've always had strong market share in the U.S., but our double-digit international growth in recent years would not have been possible without Topgrading. Topgrading first helped us pick A Player leaders for China and other locations, and Topgrading has helped us pick A Players for all the exempt jobs as well throughout the company."

Tim Tevens, CEO

"We've implemented Topgrading for all new salaried hires and promotions, and it has been a tremendous asset for our company. Our organization has embraced the philosophy and process and we believe we are seeing the business results, with the right people in the right positions."

Rick Steinberg, VP Human Resources

Results

- Improvement from **33%** to **92% A Players** in non-entry jobs using **Topgrading**.



"Topgrading has provided a process and discipline that results in hiring quality employees who provide an immediate impact. These new team members have generated increased revenue and profits for Corwin when the economy was dictating otherwise."

In today's hectic business environment you need a process like Topgrading to keep your team focused on quality hiring, which maximizes your people resources for the future."

Vic Oenning, Senior Vice President, Sales & Operations

Results

- Improvement from **0%** to **100%** hired turned out to be **A Players** in management.
- **10%** to **92%** hired turned out to be **A Players** in staff jobs.



"Topgrading has been an invaluable tool for DenTek in recruiting and retaining high-level performers. Over the past 6 years we have blossomed into a world-class Consumer Goods company with explosive growth and great opportunities, due largely to the hard work of A Players recruited through the Topgrading process. The performance of new hires and the performance of the overall company can very much be attributed to the success of Topgrading. It was the major change right before we started our strong growth curve of 25% annually."

David Fox, President

Results

- Improved from **17%** to **80% A Players** hired, total company.



"Topgrading is the stealth bomber of the business world. It gives us a talent advantage which we believe is far superior to our competitors, and enables DPT Laboratories to provide a level of quality and service that is unparalleled in pharmaceutical contract development and manufacturing. Since we adopted Topgrading at DPT, we have developed and successfully implemented a strategic approach to the DPT business that includes a "people strategy" of hiring, developing, and retaining top talent. Over the past eight years we have averaged double-digit growth year after year. It's clear to me that we couldn't possibly have accomplished so much in such a short period of time without continuously Topgrading our talent."

Paul Johnson, President and COO

"Topgrading is a key component of our Human Resources strategic objective to hire, develop, and retain top talent."

Ernie Serrato, Human Resources Director

Results

- Using **Topgrading**, improvement from **12%** to **78% A Player** teachers hired.
- **89%** of corporate staff hired turned out to be **A Players** using **Topgrading**.
- **76%** of those promoted to corporate staff turned out to be **A Players** using **Topgrading**.

education inc.

"Since 2008, through Topgrading, our A Players have increased Education, Inc's shareholder wealth significantly and made us competitive on a national stage. We now operate with fewer, better people who have changed the game in EI's favor. Topgrading changed my business and as a small business owner, by extension, Topgrading also changed the quality of my life."

Kenneth Munies, CEO

Results

- Improved from **27%** to **95% A Player** sales representatives, using Topgrading.



"The region I inherited was 12th of 14 regions, and after Topgrading we shot to the #1 region."

Greg Alexander, Regional Sales Manager

Results

- Improvement from an estimated less than **50%** to over **80%** managers promoted turned out to be **A Players**.



“Nothing matters more in winning than getting the right people on the field. All the clever strategies and advanced technologies in the world are nowhere near as effective without great people to put them to work. Brad developed the methods to help us pick top producers.”

Jack Welch, Chairman and CEO (Retired)

“The tandem interview process is one of the best tools in our arsenal for getting an in-depth understanding of high-potential managers.”

Bill Conaty, SVP Human Resources (Retired)

Results

- Improved from **25%** to **88% A Player** caregivers hired.
- **40%** turnover beats industry average of **100%**.



*“**Topgrading** enabled us to triple the projected sales for the Wichita office; **A Player** caregivers impress clients, who refer us, and **A Players** refer other **A Players** for us to hire.”*

Michael Steinberg, Franchise Owner

Results

- Improved from **21%** to **86% A Players** hired, total company.



*“Our Rudy’s “Country Store” & Bar-B-Q restaurants increased average unit sales from just over \$3 million in 2000 to \$8 million in 2011. From its inception in 2007 through 2011, Mighty Fine Burgers, Fries and Shakes increased annual unit sales from just over \$2 million to more than \$3.5 million in 2011, triple the unit sales of its best competitor. These results would not have been possible without **Topgrading**. ”*

Ken Schiller, President and Co-owner

Results

- Improved from **30%** to **70% A Players** hired/promoted in the total company.



*"Topgrading helped Labsphere's transformation and success, and for sure contributed to my promotion to head a company 3 times larger. Your seminar revolutionized my thinking (built up over a 30+ year career) about how to hire, train, evaluate and develop our people resources. Over time, we trained more than 25% of our workforce - all managers, supervisors, and directors - on **Topgrading** principles and made **Topgrading** a vital part of our culture."*

Kevin Chittim, CEO

Results

- 95%** of store managers hired since 2009 have turned out to be **A Players** or **A Potentials**; pre-**Topgrading** hiring/promoting to store manager success was 25%.



*"There's nothing that's done more for our company than **Topgrading**. MarineMax is a huge fan of Brad Smart's **Topgrading** system. We began the process in 2002 and we're totally convinced **Topgrading** has significantly improved our bottom line. We are in the people business, and now with Brad's gift, **Topgrading** is the heart of our culture and a primary focus of MarineMax."*

Bill McGill, CEO

Results

- Of 137 management hires in recent years, **74%** have turned out to be **A Players/A Potentials**.
- Of 96 promotions in recent years, **85%** have turned out to be **A Players/A Potentials**.



*"The company emerged from Chapter 11 one of the strongest automotive suppliers, and **Topgrading** contributed to that success. Hayes Lemmerz competes in one of the toughest markets in the world; the global automotive OEM supply industry. We slug it out all over the world in head-to-head competition against the Asians, Europeans, Indians and Latin Americans. In this tough industry with demanding customers, powerful suppliers, and relentless competition from low-cost countries, we have to have the best people to be successful. Therefore, **Topgrading** is a central part of our culture and the most important of our core competencies. We can't win if we miss on people. I urge you to **Topgrade** so you too can get an edge on your competition."*

Curtis Clawson, President and CEO (retired in 2012)

Results



- Start up with **Topgrading** - **90%** of people hired turned out to be **A Players**.

*"In a previous start-up I worked for, hiring was done haphazardly. At Mint.com, I've had very rigorous hiring. We use a technique called **Topgrading**, which reveals patterns in behavior. In the history of Mint, I've only fired two people and one left voluntarily."*

Aaron Patzer, Founder and Owner

Results



- Improved from **9%** to **75%** of those promoted to management turned out to be **A Players** or **A Potentials**, with **Topgrading**.

*"**Topgrading** has definitely improved Netsurit's performance. Prior to **Topgrading** we made 3 serious management mis-hires, and the replacements have all been **A Players**. We've **Topgraded** the whole company and our sales and profits have skyrocketed."*

Orrin Klopper, Co-Founder

Results

North American Nursing
Association
(Name changed)

- With **Topgrading**, the percent **A Player** deans improved annually between 2004 and 2011, from **19%** to **87%**.

*"I believe that a focus on talent with **Topgrading** as a foundation has been foundational to our growth and success over the past seven years. From a financial perspective, we are primarily a capacity utilization business; every seat we fill in a school generates revenue. From a quality perspective, we are focused on delivering outstanding student learning results across all our schools. Our capacity utilization has set records over the past three years (since **Topgrading**) while academic achievement metrics have increased steadily. As we have increased the percentage of **A Players** in our organization, employee satisfaction ratings have also consistently improved as we ensure we have more of the right leaders in place."*

Alice Johnson, VP People Development

Results



- Pre-**Topgrading** hiring success unknown, **85% A Players** hired with **Topgrading**.

*"We've grown from 1 to more than 50 locations and have experienced 50% to 100% growth in revenues annually since **Topgrading** 5 years ago."*

Ken Sim, Founder

Results

- Improved from **10%** to **90%** of people hired in the total company turned out to be **A Players/A Potential** with **Topgrading**.



*"Once we had our **A Player** executive team in place, we moved through the rest of the organization, replacing a team of mostly Cs with As. That ended up requiring a 100% turnover on our sales team to accomplish. Now we're beginning to see some amazing results and are on track to become one of the top 10 players in physician staffing in the next 2 to 3 years."*

Jamal Pilger, COO

Results

- Improved from **45%** to **91%** of those hired and promoted turned out to be **A Players** with **Topgrading**.



*"We are the largest Human Resources Outsourcing company in Hawaii. As we implemented **Topgrading**, we went from very high turn-over with new hires to very low. This took us two years to really perfect, but over that time we rolled out **Topgrading** at every level of our org. We powered through the recession and are continuing to grow 20%+ annually."*

Ben Godsey, President

Results

- Improved from **20%** to **90% A Players hired** with **Topgrading**.
- Employee satisfaction with promotion processes **4%** prior to **Topgrading** and **80%** with **Topgrading**.

*“There is no doubt **Topgrading** has made Red Door Interactive more successful. With more **A Players**, we can achieve higher margins on our services. And clients appreciate the results driven by the high caliber of people we hire and retain. All we have to sell is people.”*

Reid Carr, CEO

Results

- Improved from **45%** to **90% A Players** hired/promoted throughout the company with **Topgrading**.



*“When I came to Sigma just over four years ago, the company was badly hemorrhaging. We needed to make wholesale changes in our staff and change the culture from a “debating society” to a more sales and client focused environment. Over this time, we changed out 65% of our employees and went from 45% A Players to 90%. Our new and **Topgraded** talent has helped us achieve four solid years of revenues and EBITDA. I believe that Topgrading will live beyond our tenures at Sigma and help propel the company’s growth for many years to come.”*

Kenyon Blunt, CEO

Results

- Improved from **60%** to **87% A Players** promoted, across the entire company, with **Topgrading**.
- Improved from **57%** to **83% A Players** hired across the entire company.



*“Synergia One is definitely more successful because of **Topgrading**.”*

Fred Mouawad, Chairman and CEO

Results

- N/A to **95% A Players** hired in management.
- N/A to **95% A Players** promoted.

TEKMORE

*"Thanks to **Topgrading** and the improved team, operating profit tripled over the two years as TEKMORE gained the confidence of major customers around the world."*

Claude Hanson, CEO

Results

- Pre-**Topgrading** hiring success unknown, **85% A Players** hired with **Topgrading**.



"With 95% to 100% success hiring As, our turnover is down and sales and profits have skyrocketed."

Jack Harrington, CEO

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