

Talent Assessment Strategy Helps Spur Growth for Recreational Sports Company

Challenge

Innovative new products and a highly lucrative parts, accessories and garments division had propelled a Minnesota-based recreational sports company to record-setting growth. To meet increasing global demand, the company expanded its manufacturing capabilities domestically and internationally. The company also hired several new leaders with experience and insight into international business, marketing, retail merchandising and distribution.

The company sought to continue its growth trajectory while recruiting and retaining the types of employees it needed to fulfill its business goals and customer expectations. These employees needed to fit into the company's strong "work hard; play hard" culture. The company's talent strategy also needed to be aligned worldwide with C-suite expectations to ensure consistency of the company's operations, products and services.

Solution

Armed with a talent-centric mindset, company leaders crafted a strategy to select and keep the best employees, whether they were starting on the manufacturing floor or entering the managerial ranks. In MDA Leadership, the company had a talent assessment partner able to deliver fast-turnaround talent insights at a variety of entry- and executive-level roles in the company and around the world. The latter is vital given the global expansion of the company's operations.

Talent assessment is both a risk-reduction and growth-enhancement strategy. By recruiting and retaining the right type of employees who stay with a company and fuel growth, businesses can gain a distinct competitive advantage. Using its expertise at defining and evaluating the "right type" of employees for any particular client, MDA partnered with the company to ensure that pre-hire assessments at all levels delivered exactly the right value at the right points in the selection process and were accurate, expedient and defensible.

Results

The quality of an assessment consultant can be measured in both the longevity of its client relationships and the overall quality of the client's employees. In the last several years, MDA Leadership has become the company's go-to provider of assessment services and products, delivering keen insights about external hiring decisions to drive external business success.

The company attributes a large part of its year-over-year revenue and profit growth to the quality of its employees. The company's CEO is an "executive of the year" winner, and the company is annually recognized as a "best places to work" category winner.

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