

## The Predictive Potential of Assessment

A VIEW FROM THE TOP



### What Did Polaris Value?

*The company has been able to predict more efficiently and accurately who will be most successful.*

- **Joe Wollan**, Director  
of Talent Acquisition

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A leading global manufacturer of motorcycles, snowmobiles, and all-terrain vehicles, Polaris offers products and services in 120+ countries and has more than 16,000 employees. Over the past decade, after acquiring nearly two dozen new brands, Polaris sales more than quadrupled, placing greater pressure on the company to find the right mix of early career employees.

Over the last ten years, Polaris has been incorporating assessments into its hiring approach. “These additional datapoints help us to understand a person’s likelihood of success within the role and their development areas upon joining,” said Joe Wollan, Director of Talent Acquisition. Still the company was committed to establishing a more robust, role-specific assessment strategy.

As part of this evolution, Polaris worked with MDA to identify five different role-specific job families, listing the success requirements for each, to create a more customized assessment approach for each family. As a result, the company has been able to predict more efficiently and accurately who will be most successful.

As Wollan explained, these were not simply tactical improvements, but rather an upgrade of Polaris’ entire hiring process. “MDA was with us every step of the way, in terms of how we were preparing materials and delivery, as well as educating our recruiting team, HR business partners, and senior leadership about the predictive potential of this approach.”

