

# Helping you get it right

April 22, 2010

We have been extremely pleased and satisfied with the timely support provided by Marcia Hughes and the team at Collaborative Growth. PhaseOne Communications faced the challenge of rapidly ramping up hiring against exacting standards in order to meet growing demand for its analytical services. We had made hiring decisions in the past that were flawed. The candidates appeared to have excellent potential but their tenure was limited. We knew we needed help. We sought guidance from an HR professional and Executive Coach who knew Marcia and the quality of her work. The coach recommended we contact Marcia.

We explained to Marcia that successful PhaseOne analysts have diverse academic and business backgrounds, but the common themes are intellectual curiosity and accomplishment bounded by intellectual humility. Teamwork is critical to mission success (as is leaving the ego at the door).

With Marcia's expert guidance we explored the use of EQi as a screening tool in the hiring process. We first benchmarked every employee at PhaseOne, using these EQi results to determine the "neighborhood" where our analysts live. Then, in close coordination with our recruiter (and after the applicant passed the initial telephone interview), Marcia administered the EQi on-line. The results are shared confidentially with the interview team. The results are not a green light/red light hiring indicator, but are used to develop lines of questioning to illuminate the applicant's suitability and compatibility against the range of markers reflected by our successful analysts.

The results have been stunningly successful. The company has tripled in size with high retention rates. Clearly EQi and Marcia's interpretation of the results are not the only factors at play, but she has immeasurably empowered our hiring team to make good employment decisions which are subsequently validated in the workplace. We have been very fortunate to consider Collaborative Growth a solid partner in this effort.

Best Regards,



Reynold F. Stelloh, III  
President & COO

**PhaseOne**<sup>SM</sup>  
**COMMUNICATIONS**