# Selection: the in3 Difference. We Measure Culture Fit

***The Issue:***

**Selection instruments do not measure a candidate’s fit with one specific organization culture. They measure various performance-related traits generalized to all organization cultures—not a specific culture.**

***The Solution:***

**The CAT (Culture Assessment Tool) is different.**  A star-player in one culture often fails in a different culture because of different mindsets. They worry about things not worried about in the new culture, or they don’t worry about the things they should. A company’s best customers often have matching cultures, so the star-player wouldn’t fit customers either.

**The CAT identifies a candidate’s fit with the hiring culture and shows the gaps.**

* CAT discovers if a candidate’s past success was accomplished in a similar or different culture
* CAT foreshadows the candidate’s potential for long term success within the hiring culture

### The Benefit:

**Example:** A manufacturer was experiencing significant supervisor turnover. A culture study revealed that the top supervisors had the same mindset, or culture profile. Thereafter the CAT was used to match candidates to that star-player culture profile. The result was a dramatic improvement in supervisor performance. Turnover dropped from 75% to 3%. Productivity increased 39%.

**Example**: A mid-sized services firm successively hired two new presidents and ignored the lack of culture fit predicted by the CAT. Each executive left within a year of hire, after churning the leadership team, disrupting business focus and decimating profitability. The cost of the failed senior level hires was estimated at over $1M. Subsequently, no hire was made, down to the supervisor level, without taking the CAT to ensure culture fit.

***in3 Overview***

**Problems We Solve**

1. **Sales**
2. **Turnover**
3. **Performance**
4. ***Selection***
5. **Change: (Initiatives, Integration, Experience, Transformation)**

**Projects We Do**

1. ***Culture***
2. **Job Design**
3. **Talent Requirements**
4. **Training: Concepts / Software**

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