



## COMPANY OVERVIEW

- Element451
- Assists higher education institutions with student recruitment, enrollment, and engagement
- Leverages AI, behavior data, and marketing automation
- Element451.com

The Imprint team is very helpful and responsive. They go the extra mile to keep abreast of any concerns or ways that they can assist with employee engagement.

Ardis Kadiu,  
Element451 CEO

## EXECUTIVE SUMMARY

Element451 is a customer relationship management company that specializes in helping higher education institutions connect with their students—from recruitment to enrollment all the way through to graduation. For the business to succeed at fostering communication and cooperation, it had to start with hiring the right people.

When Element451 CEO Ardis Kadiu met Imprint President and Co-Founder Chris Quinn in their Vistage Group, they talked about behavioral DNA—a way to refer to the behaviors and traits required for a given role. At the time, Element451 had “not been utilizing other psychometric tools,” says Kadiu, and learned how the Predictive Index could match the right applicants to the right jobs.

The Predictive Index, or PI, classifies applicants’ behavioral DNA early in the hiring process. By utilizing the PI assessments, hiring managers know that every person who makes it to the interview stage has certain key personality characteristics that make them more likely to be a good fit for the team. While far from the only factor in hiring decisions, it helps managers feel more confident in an applicant’s potential.

“We decided to use PI to assist with our hiring process and to offer our people managers a tool to lead better, communicate better, and experience higher engagement and, therefore, greater results,” Kadiu explains.

## A FULL GAS TANK

When Element451 implemented PI into their pre-screening process, they immediately noticed a difference. By having applicants take behavioral and cognitive assessments, the PI narrowed down the pool into candidates who would not just do the job well, but also enjoy it. The role filled their metaphorical gas tank rather than depleted it, meaning they brought energy and passion to their work.

Not only did this help get the best people in the most effective roles, but Kadiu noticed it also “enhanced employee retention and engagement, as well as cross-functional project management.” Communication within and between teams improved, and employees had increased awareness of their strengths and shortcomings.

“If the team understands their DNA and they have complementary perspectives, it will eliminate blind spots,” Kadiu says. “That means better diversity of perspective, team cohesion, understanding, and engagement.”

The new process came with a few surprises, too. “It has helped to identify hidden strengths and opportunities for growth, as well as mitigate unconscious bias in the hiring process,” Kadiu adds. As it turned out, empowered teams with full gas tanks can take their ideas further than before. Using the PI, Element451 has the tools they need to grow, ensuring that their mission of supporting higher education institutions is carried out with excellence and efficiency.