

The Law Offices of James Scott Farrin (JSF) is one of the largest personal injury firms in North Carolina and has helped over 65,000 injured people since 1997. The firm focuses on providing quality legal services in the following practice areas: personal injury, auto accidents, workers' compensation, whistleblowing, defective products, eminent domain, mass torts, class actions, and Social Security Disability.

Jim Farrin, CEO of JSF, was made aware of The Predictive Index (PI) via a presentation during a Vistage Peer Advisory Board session for which he is a Member. Mr. Farrin was captivated by the time and ease to complete the PI assessment and how quickly it yielded accurate results. Mr. Farrin and members of his team engaged in various conversations with the ITR team and initiated the partnership to utilize 'people data' to recruit and hire talent at JSF.

APPLICATIONS

At JSF, the PI assessment is utilized across the life cycle spanning pre-recruitment, recruitment, application, interviewing and onboarding. A PI Job Assessment is utilized to define the required behaviors for specific roles (pre-recruitment), said behaviors are included in the job descriptions for recruitment purposes. Candidates who apply to job roles are provided a link to complete their PI assessment which is then matched to the position they are pursuing. During the interview process, a personalized PI interview guide along with the candidate's resume is utilized by the hiring team. This enables the team to assess how the candidate's behavioral traits align with the behavioral requirements for the role. When candidates are selected for hire, insights from candidate PI results are utilized to properly onboard them.

In addition, the PI Relationship Guide is a very powerful feature as it provides objective data and actionable strategies for fostering positive working relationships within different practice areas of the firm, while proactively identifying and addressing potential challenges before they arise.

IMPACTFUL RESULTS

Partnering with ITR and utilizing the PI platform has positively impacted our business on many levels and changed the approach to managing talent by utilizing people data. Specific areas where impactful results have been experienced are:

- Reducing unconscious bias through use of data
- Increasing self-awareness and leadership development
- Aligning required behaviors for roles and to candidate / employee behaviors to facilitate employee engagement and retention
- Internal Recruitment and succession planning
- Managing peer conflicts and misunderstandings and thus rebuilding and strengthening employee relationships
- Managing performance

TESTIMONIAL



"Specifically and moving forward, I am optimistic about continuing to utilize the PI which identifies applicants, creates unbiased interview guides and matches behavioral fits for positions – while reducing the possibility of unconscious bias."

**James S. Farrin, James Scott Farrin
President & CEO**