

# Tongue & Groove: A Case Study

## Seeing the Vision

Tongue and Groove is a company that builds things that last—whether that means houses or careers. Boasting 20 years of luxury home expertise, the organization comprises visionary designers, skilled contractors, and experienced business professionals committed to providing the highest level of service. The firm's workforce is relatively small but passionate, which is why the company's executives knew that when it came to hiring, it was crucial to get the right person in the right place.

"Our firm was built on a foundation of vision and beliefs," says CEO Mark Batson. "We believe in the warrior's spirit and servant's heart while maintaining a fun-loving attitude." New hires need not just the proper qualifications for the position but also a personality and mentality that aligns with the team's work style and goals.

For a while, the firm relied on the Culture Index, which provided strategic guidance in hiring through top-down consulting engagements. But after Batson learned about Imprint and the Predictive Index (PI), he knew making the switch would offer more insight. The PI provides both a behavioral and cognitive test to all applicants, so hiring managers know immediately who best meshes with the company's ethos and who has the necessary traits to take on the role.

"The Predictive Index empowers us to place candidates in positions where they are likely to thrive within our company," Batson explains. "It has also allowed us to be discerning in selecting outstanding candidates who will excel at Tongue & Groove."



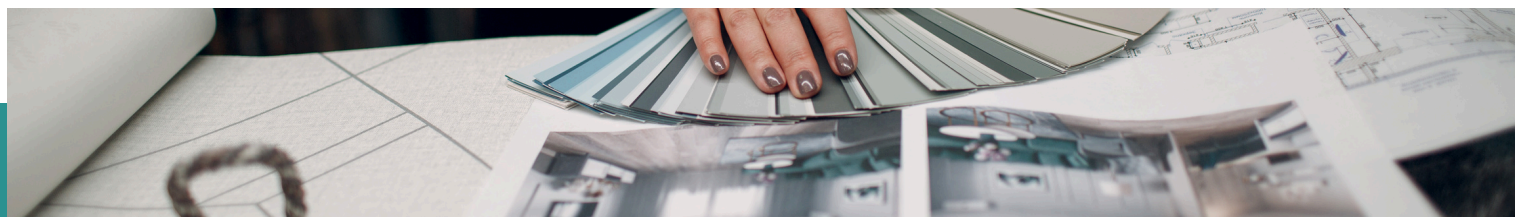
## Company Overview

- Tongue and Groove is a leading design and build firm in Wilmington, NC and surrounding area
- Specializes in real estate, design, construction, interiors, and maintenance
- <https://tongue-and-groove.com/>



Mark Batson  
Tongue and Groove CEO

"We've found the Predictive Index to be an invaluable tool in making informed decisions and fostering a more productive and cohesive work environment."



## The Proof is in the Results

Improvement in the hiring process was tangible and immediate. Positions were filled, employee turnover decreased, and teams were more functional and productive. The PI proved adept at efficiently analyzing the data gathered during the application process, making high-confidence hiring infinitely easier.

"We use it nonstop, and we found that it has really helped us focus on putting people in the right places," Batson says. That success is twofold: on the one hand, it ensures that those who move forward in the hiring process are truly the right kind of person for it. On the other hand, the depth of the PI's assessment and analytics gives the data needed to maximize the applicant pool by matching people with other potential positions.

The PI's support also goes beyond a new hire's first day. It's a valuable tool for management and employees alike. "It has provided us with valuable insights into new employees, guiding us in supporting them effectively—whether by assisting them in addressing their weaknesses or providing tools to leverage their strengths," Batson adds. Using the PI, Tongue & Groove builds foundations for their workforce that are just as strong as the foundations of their houses.