



## PRESS RELEASE

### **Sopers enhance talent in mid-sized firms with P3**

TORONTO—March 20, 2012. When you work closely with small and mid-sized enterprises (SMEs) the importance of the people isn't hard to see. The trouble is that SMEs have constrained time and budget for talent management. We are pleased to announce that Brian and Lori Soper are addressing those constraints by bringing Drake P3 to their clients.

#### **What P3 brings to SMEs**

The Sopers were led to the Drake P3 talent assessment tool thanks to a client that had a unique, high intensity culture. In this company some people worked out very well, while some were quite challenged by the company's culture. The Sopers intensely researched options for personality profiling to improve hiring success. They found the P3.

P3 was the best tool for this client and other SMEs because it was fast, you did not need an expert to interpret the results, the reports were easy to digest and it was cost effective. It also had the added bonus of assessing Emotional Intelligence, a factor the Sopers believe is increasingly important for managers. One nice touch for SMEs is that the selection module detects gaps between the candidate's profile and the job requirements; it then suggests questions the interviewer can ask to determine if the candidate can flex enough to overcome the gaps. Furthermore, the Sopers could see beyond the moment of hiring to how P3 adds value to the ongoing talent management process.

#### **What is special about the Sopers**

The consulting projects the Sopers get drawn into go beyond transactional work towards longer-term relationships. They keep a clear eye on what the company is trying to accomplish and what the company needs from their people.

Brian and Lori Soper have different but complementary skill sets. Brian Soper leads the financial services practice for his executive search and consulting firm, KenanSoperBryant Limited. A tool like P3 fits squarely into his core business, adding a layer of confidence to the hiring process for clients. Lori Soper has wide experience in marketing operations in the telecom sector. She has seen the problems caused by poor hires and understands the value of a good assessment tool. As a marketing strategist, she's worked with a wide range of businesses and appreciates the important differences that exist among firms.

## **Bringing it all together**

The Sopers have looked at various ways to enhance their services over the years. P3 is the first tool that was so impressive that they invested in partnering with Predictive Performance International (the firm behind the Drake P3) so that they could bring it to their clients. It has all the makings of a winning collaboration for P3, the Sopers and their clients.

There is one final stakeholder the Sopers think is a winner. They experienced many different assessment tools from the perspective of a candidate and were delighted with the positive experience P3 delivers. The Sopers know that matters to their clients.

## **What you didn't know about the Sopers**

Brian is an active tri-athlete who has competed in half-iron man competitions. Not to be outdone, Lori has a black belt in Taekwondo and is an avid runner. They, along with a group of friends, take an interest in health and fitness and the challenges of balancing work, kids and the rest of life. They have two active boys.

You can read Brian Soper's blog at <http://soperbankblog.com>, or view the Ascend Profiles website at [www.ascendprofiles.com](http://www.ascendprofiles.com).

## **About Predictive Performance International**

Predictive Performance International (PPIL), is a boutique software company. PPIL's premiere product is the DrakeP3 assessment instrument. PPIL continues to expand its presence around the world, and today has representation in Australia, Canada, China, New Zealand, Philippines, Singapore, the United Kingdom, and the United States. Clients who use PPIL's software span small organizations with fewer than 50 employees to large companies with over 50,000 people. Many of these clients have used PPIL's software for over a decade demonstrating that its value continues to be evident to users year after year. PPIL has been a part of the Drake International Group of Companies for well over 25 years.

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