



# CASE STUDY: MEANS INDUSTRIES

THE PROCESS IS NOT  
COMPLETE UNTIL ACUMAX  
INDEX IS INVOLVED!

***"AcuMax Index has greatly enhanced our final selection decisions and continues to be a key factor in the high morale of our team."***

Norman Birtch  
Vice President of Human Resources



## BACKGROUND

Originally founded by Ralph Means in 1922, Means Industries partners with OEM engineers to produce pioneering automotive solutions. Close to a century of innovation and relentless engineering, Means has demonstrated industry leadership within two different business units: Propulsion Systems and Transform Products. From the conceptual phase straight through design and integration, OEM customers experience industry leading engineering and manufacturing solutions that constantly raise the baseline for Powertrain technology. This drive for continued innovation and consistently exceeding expectations earned Means Industries a “Supplier of the year” award in 2018.

## ISSUE


Means Industries needed a solution to improve their final selection phase designed to predict the performance of a candidate. Not only does this help to prevent turnover costs but also gauges how motivated the candidate will be in the role.

Relentless engineering is applied everywhere in Means, including their recruiting and selection process. Even though the final stages of selection involve a robust “behavioral based interviewing” session, there was little confidence in the predictability of how a candidate will perform. Norm quickly realized the importance of enhancing the predictive validity of this final stage and attempted to use various tools and assessments, all of which to no avail. In fact, Norm attempted to use one personality assessment that included the word “Predictive” and found it was not predictive at all.




## SOLUTION

Norm quickly grasped the simplicity of AcuMax Index and immediately embraced the predictive validity it offers, far exceeding the other tools he tested. **“The data that AcuMax provides helps us confirm what we have experienced during the interview and if the person will be motivated long term in the role.”** Norm has fully implemented AcuMax Index into their behavioral based interviewing phase which has filled the gap and greatly enhanced the final selection phase.



**“We have trained our managers on how to use the information for coaching and improving team dynamics. This helps our leaders prepare ahead of time to address the needs of the group.”**



AcuMax Index has enhanced the final selection phase and continues to show positive impact on long term motivation – **“we have been monitoring the AcuMax Index Energization Metric which has improved over the past 5 months versus full year by 6%.”**



## THE BOTTOM LINE

Means Industries’ slogan is, “Transforming the Future of Propulsion”. Norm Birtch understands how this slogan transcends the automotive context and easily applies to the talented teams of engineers, sales professionals and executives who are all working together to deliver pioneering solutions for their customers.

No matter the experience or capabilities of a prospective engineer or sales professional, if they do not have the wiring that fits the job, they will struggle in the role, lose their propulsion and will eventually become a turnover statistic.