



HIRING THE RIGHT PEOPLE ESSENTIAL TO NEW BUSINESS'S SUCCESS

Build-A-Bear Workshop — Retail entertainment stores to make your own teddy bears

Copyright © Psychological Associates® 2011

NEED

When Build-A-Bear Workshop founder Maxine Clark was ready to turn her new concept into reality, she knew she would need to hire just the right staff to make this unique retail experience succeed. Managers had to work well with children in an inviting store atmosphere, but also be able to run a tight business operation. She also needed an efficient staffing process in place to accommodate rapid expansion.

OUR SOLUTION

Psychological Associates® was on the ground floor of this successful endeavor. We consulted with Build-A-Bear Workshop to identify a battery of assessment instruments in line with the attributes and skills required for successfully growing the business. We partnered to develop a custom profile for hiring. After a successful launch, as performance data was collected during expansion, we found new measures and tools to provide even more focused assessments and selection of team members. Psychological Associates further refined the process by sharing information with job recruiters to better match candidates for positions at Build-A-Bear Workshop. We also developed an interview guide to supplement this process.

“The Psychological Associates team is always willing to work with us on whatever challenge is presented.”

“The assessments nearly always proved to be accurate. They were that precise.”

***Darlene Elder,
Chief Human Resource Bear***

RESULTS

Build-A-Bear Workshop applied Psychological Associates' assessment and selection techniques to launch a company that grew from one store to over 400 worldwide in 12 years. Over 70 million furry friends have been placed in the hands of customers in that time. We have consulted with our successful client to help them evaluate and choose a significant number of their 1,200 full-time employees. Build-A-Bear Workshop has one of the highest employee retention rates in the industry.

