

Psychological Associates Helps New Business Grow

Client

- Beginning in 1997 with one store, Build-A-Bear Workshop® has since become a global company with over 400 retail outlets, including company-owned and franchised stores.
- Guests who visit a Build-A-Bear Workshop store enter a distinctive teddy bear themed environment consisting of eight stuffed animal-making stations where they make their own one-of-a-kind stuffed animal from a wide variety of customizing elements.
- Build-A-Bear Workshop is the first company with both real-world stores and a virtual world experience so that guests can continue the fun at home. At buildabearville.com®, the company's virtual world, guests can bring their new "furry friend" to life online for free.

Need

- When the Founder and Chief Executive Bear of the company, Maxine Clark, was ready to turn her concept into reality, she knew she would need to staff the right people in the right positions in order for this unique retail experience to succeed.
- She needed to hire management and staff who could work well with children, maintain an inviting and caring store atmosphere, and run a tight retail operation.
- After the successful launch of her business, she also needed an efficient process put into place for staffing to accommodate rapid expansion.

Our Solution

- As part of initial planning, Psychological Associates consulted with Build-A-Bear Workshop to identify a battery of assessment instruments in line with the attributes and skills required for successfully growing their business.
- With initial success and expansion of their staff, data was gathered on employees by Psychological Associates to develop a custom profile for hiring at Build-A-Bear Workshop.
- More performance data also allowed Psychological Associates to find new measures and tools to provide even more focused assessment and selection of team members.
- Psychological Associates further refined the process by sharing information with job recruiters to use to better match candidates for positions at Build-A-Bear Workshop.
- In the same way, Psychological Associates developed an interview guide to assist the company's management and recruiters in meetings with candidates.

Results

- Psychological Associates' assessment and selection techniques were used initially to launch a company that went from one store to over 400 worldwide in 12 years.
- Over this time, Psychological Associates has consulted with Build-A-Bear Workshop to help them evaluate and choose a significant number of their 1,200 full-time employees.
- The executive and management teams of the company are responsible for placing over 70 million furry friends in the hands of customers. In 2008, total revenue was \$468 million.
- Build-A-Bear Workshop has one of the highest employee retention rates in the industry.

Ongoing

- Psychological Associates continues to refine its profile and other assessment instruments for Build-A-Bear Workshop, as it has transformed from a private to a public to an international success.
- Psychological Associates also regularly provides executive coaching on the senior level and consults with Build-A-Bear Workshop regarding the management and development of talent.



Build-A-Bear Workshop

