Monkeybread Utilizes Shadowmatch's New Service Suite

Predicting candidate behaviors helps balance company culture and drive team cohesion.

Dallas, TX (PRWEB) May 01, 2013 -- Monkeybread, a Plano, Texas, based social media company, recently looked to ShadowmatchUSA to help with hiring decisions. By utilizing the Shadowmatch Behavioral Benchmarking Tool and Services, Monkeybread was able to accurately predict which shortlist candidate would be the most successful in complementing its team.

An opportunity the Monkeybread leadership team faced was trying to create a balance of behaviors throughout its company culture. An analysis was performed on current employees. Results of the Shadowmatch diagnostic gave a clear picture as to what was needed to fill in behavioral gaps and create a cohesive team.

Jeanie Hornung, founder/CEO of Monkeybread, knew what she was looking for, but Shadowmatch confirmed it.

"In the future, I would use Shadowmatch to help identify traits even further. We were attempting to shake up our culture," explained Hornung. "I had already interviewed and hired one 'game changer,' but Shadowmatch helped me understand that person's traits and behaviors and further determine what I should look for in the next new hire to better balance the team – which I did."

The Shadowmatch advantage is predicting employee behaviors and showing how team members will work together, things to look for and behaviors to encourage. By deploying the Shadowmatch candidate analysis, business leaders are able to align teams to increase their focus & efficiency thereby consistently driving better results.

ABOUT MONKEYBREAD
Monkeybread, based in Plano, Texas, is a full-service social media company specializing in growing local relationships for national brands. Follow the company on Twitter @Monkeybreadco or like on Facebook at Facebook.com/monkeybreadco.

ABOUT SHADOWMATCH USA
Shadowmatch USA, based in Dallas and the exclusive provider and administrator of the Shadowmatch behavioral benchmarking tool in the U.S.A., is committed to positively impacting individuals and teams to accelerate business performance. The Shadowmatch system and services identify and predict specific employee habits and behaviors responsible for team's success. Armed with these powerful insights, business leaders can better build, manage, develop and deploy their teams and individual employees. Follow our news on Twitter @ShadowmatchUSA or like us on Facebook.

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