

# Retail Talent

## An Interior Talent, Inc. Case Study



“The people of Interior Talent are talented recruiting professionals. They ask pertinent questions to really understand the type of candidate that you are looking for. They get to know the candidates and the business needs to ensure a good fit. They have successfully found top talent throughout the country for FLOR. They are personable and professional and work with integrity. I would whole-heartedly recommend them for any recruiting needs.”

*Molly Klucznik, FLOR Director of Human Resources*



# FLOR<sup>®</sup>

## COMPANY PROFILE

FLOR, Inc. is part of Interface, Inc., a global, publicly-traded company founded in 1973 by entrepreneur, Ray Anderson, who introduced modular flooring to corporate America. Noticing emerging trends of urban lifestyle resurgence, growing Internet purchases, and increased design demand along with the limitations of conventional carpeting, Interface created FLOR. FLOR's system of carpet squares are flexible, adaptable, durable, and feature myriad colors, textures and styles. Launched in 2003 with the FLOR catalog and FLOR.com, FLOR operates under a goal of Mission Zero: "To eliminate any negative impact the Interface family of companies may have on the planet by the year 2020." With goals of becoming "the first choice in beautiful and responsible flooring for homes and offices around the world," FLOR focuses on design and innovation that is both simple, smart and environmentally responsible.



## THE CHALLENGE

FLOR was in the process of transitioning and expanding from an internet and catalog based company to bricks and mortar stores. With only upper management, and no human resource department to handle the load of hiring new store managers, FLOR needed an insider in the industry that would innately understand their brand and the DNA of their company to assist in hiring store managers for their new retail locations. Referred to Interior Talent by Kohler, FLOR engaged Interior Talent to find talented store managers for every new FLOR store. With an estimated 25-40% of each store's sales coming from 'to the trade,' business, it was essential that each candidate Interior Talent found not only had retail management and experience but understood the A&D Industry.



## THE SOLUTION

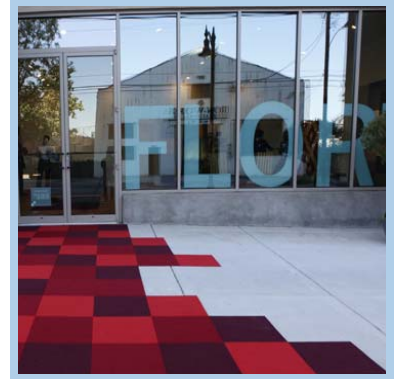
Interior Talent specializes in the Architecture & Design Industry, and its related sectors, finding the talent that keeps the industry's parts moving. A full-service provider of top talent, we understand talent placement, retention AND the industry. We're passionate about the products and people that make up the A&D industry.

Once engaged by FLOR, we began with a thorough needs assessment. First, we set out to understand the environment, culture and strategic mission. Understanding the company's DNA is where we shine. We didn't just look at the position the company was trying to fill and what qualifications the perspective candidate needed, we also knew that how this candidate fit within the unique corporate culture was critical. We did this by putting time in on the front end to really understand the personalities and motivations of the key leaders currently in the company. In addition, we utilized an excellent tool, Prevue Assessments, that helped us understand the personality and skill-set of the top performers. This provided us with a benchmark of skills, motivations and characteristics the ideal employee would possess. Our dedicated team then implemented an industry search through our proprietary databases to find the ideal candidate that would meet FLOR's expectations in both skills, qualities and organizational fit.

Once we found and screened the candidates that met FLOR's qualifications, we used our Prevue Assessment tool to ensure each candidate would fit well within FLOR's organization. The candidate was then presented to FLOR's executives for review. We managed the entire hiring process for them, from scheduling interviews to start-date. Interior Talent remains a long-term partner keeping in close touch with our candidates as they transition and excel within their new opportunity.

## THE RESULT

Since the beginning of 2011 Interior Talent has had the privilege of finding elite talent for every FLOR store, 11 and counting. Each store manager then helped to recruit and secure their own sales staff, ultimately saving FLOR additional recruiting expenses and allowing them to direct their resources towards other areas of the company's strategic growth plan. In just two years, FLOR has opened eleven new stores. FLOR remains partnered with Interior Talent and is poised for continued growth and expansion through 2012.



### *From a Candidate's Perspective:*

"The team at Interior Talent identified my strengths and knew the perfect position for me. Their organization, timeliness, and communication during the interview process, kept me informed and up to date. I would highly recommend their services to anyone looking for further career advancement."

*Carie Scott, FLOR SoHo/Brooklyn Showroom Manager*

