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**Matt Fullbrook**  
Sales Director  
Ben and Jerry's

Ben and Jerry's was founded in 1978 in Vermont, USA by Ben Cohen and Jerry Greenfield. They started their business with a \$5 ice cream making correspondence course from Penn State University and a \$12,000 investment. Over the years, they moved from being a one shop operation to manufacturing tubs of ice cream for distribution to outlets nationwide and now world wide.

Despite their growth, they still upheld their original motto that "business has a responsibility to the community in which it operates." Their Statement of Mission, which was created in 1988, consists of three interrelated parts: product, economic and social. Ben and Jerry's works to employ its mission statement in as many day-to-day business decisions as possible so that the company is profitable and the community can profit from the way they do business.

### **The Challenge**

Matt Fullbrook, Sales Director, Ben and Jerry's comments on how Ben and Jerry's used Thomas International's Personal Profile Analysis (PPA), "our culture is unique, we are a little different and 'anti-corporate' so we want people who will fit within this. In the UK we are a relatively small operation and we look for people who are entrepreneurial, creative and willing to go the extra mile. We take the approach of 'my baby, my business' – treating the company as if it were our own."

Fullbrook goes on to say, "recruitment mistakes show up in a small team so we needed to minimize this risk. People in interviews will always tell you how wonderful they are. It makes it more difficult to get a true sense of how they will perform once they are actually in the job itself. We needed a specific cultural fit – someone who would be a welcome addition to the team."

## Thomas International Case Study: Ben and Jerry's

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Matt Fullbrook  
Sales Director  
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## The Solution

Ben and Jerry's uses Thomas' web-based aptitude and ability tests, Tests for Selection and Training (TST), in conjunction with their online Personal Profile Analysis (PPA) to screen and recruit top candidates.

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Thomas' Tests for Selection and Training (TST) provides a means to measure the fluid intelligence or 'mental horsepower' of an individual. Fluid intelligence is the ability to reason on the spot and solve unfamiliar problems where there is no prior experience to call upon. The tests provide a reliable, accurate and valid means of identifying if a person can quickly learn and retain new skills and procedures.

"We recently short listed two candidates and tested both with TST. Both had the profile we were looking for and we were, initially, veering towards one candidate rather than the other. However, the TST score of our preferred candidate was such that he would not have succeeded in the role. We needed someone who was able to hit the ground running and he simply would not have been able to do this. The candidate we went with has proved to be very successful," explains Fullbrook.

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## The Result

Fullbrook comments, "our structure is very flat with few opportunities for promotion upwards. We look to develop individuals as they are so that they are well placed to go onwards in their career. We have individual work plans for our people. We use Thomas' suite of HR tools as a development tool to get people to the next level. We owe it to the people who work for us to equip them with the skills they need to make them national account managers. For us Thomas' PPA is an easy to use, accurate, and thorough tool. The information presented in the reports gives us everything we need to know to ask the right questions and avoid making recruitment errors."

## CONTACT

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## ABOUT THOMAS INTERNATIONAL

For over 25 years, Thomas International has been a global leader in the provision of on-demand behavioral assessments and reporting used to recruit, develop and retain top talent.

Thomas International has a presence in 60 countries and availability in over 56 languages. More than a million Thomas International software-as-a-service (SaaS) delivered assessments are completed each year.