



## Corporate Backgrounder

The Plotkin Group provides human resources consulting services to a broad range of industries, offering employee assessment tools to help employers mitigate labor-related risks. The firm specializes in employee prescreening, performance management and organizational development.

Based in Carlsbad, The Plotkin Group provides an array of assessment and training tools that include tests for aptitude, attitude, integrity and performance. These tests are used by employers to screen job applicants, assess the performance and competency of current employees, evaluate employees' suitability for promotion, and devise employee development and training programs.

Founded by Hank Plotkin, the consulting firm serves a diverse base of clients that range from small start-ups to Fortune 1000 companies in such industries as manufacturing, retail, finance, construction, recreation, transportation, technology and services. The company is now expanding its sales force to enter new markets.

The Plotkin Group is a member of the Carlsbad Chamber of Commerce and the Society for Human Resources Management.

### *History*

In 1968, Hank Plotkin left TRW to become a business consultant, forming Plotkin and Associates in San Bernardino, California. Today, The Plotkin Group, now operated by his son, Jim, and based in Carlsbad, is recognized as one of the most experienced in the human resources industry. Along the way, Hank played a key role in taking employee assessments from being regarded with suspicion, as having minority bias and even as illegal, to not only become a respected component of employee hiring, development and training, but a necessary one.

A rocket scientist and member of Mensa International, Hank Plotkin applied science and technology to a business process that is often emotional and done on "gut instinct" in a matter of minutes. He was skeptical at first, but when he took an assessment test for the first time, he was "mind boggled," he said. "It nailed me!" That transformed the focus of his enterprise from conventional business consulting to employee assessment and training.

Plotkin became an evangelist for employee aptitude testing, demonstrating that a thoughtful, measured approach to employee hiring pays dividends in the long run. He demonstrated that the cost of hiring the wrong person can be staggering, leading to poor service, lost sales and even employee theft. Employee turnover costs are roughly 150 percent of an employee's salary, according to a recent study by Workforce Magazine.

"The investment in employees is the cheapest investment that you'll ever make. Through pre-employment testing, we've minimized our hiring mistakes, allowing us to retain employees longer, with a higher level of performance."

—Pete Davison, Tournament Players Club Network

For credit unions, it's not unusual to have an annual employee turnover rate of 30 percent or more. The Teachers Credit Union in South Bend, Indiana, at one point reported a turnover rate of 45 percent per

year. After implementing targeted HR procedures, employee turnover fell to 18 percent. Similarly, the turnover rate at the Government Employees Credit Union in El Paso, Texas, fell to 12 to 15 percent.

“The assessment establishes consistent behaviors up front; everyone has like skills and attitudes. Over all, it adds to employee morale.”

—Joe Underwood, GECU HR manager

Plotkin promoted employee assessments by writing more than 400 articles and frequent speaking engagements at business meetings and trade conventions. His wife, Ruth, also participated in the business, networking with business leaders and working with clients, as well as keeping the firms books and performing administrative functions. Jim Plotkin has also written numerous articles and newspaper columns about human resources practices, including a series in the North County Times.

Over the years, The Plotkin Group became a major player in a number of industries, including golf clubs, credit unions, self-storage facilities, movie theaters and cardboard box manufacturers. Companies and industry associations that have relied on its services include Kinkos, Jostens, PGA Tour’s Tournament Players Club Network and the Association of Independent Corrugated Converters. Locally, Roel Construction numbers among Plotkin’s clients.

### ***Milestones***

- March 11, 1968—Plotkin and Associates, Inc., formed as a business consulting firm; Hank Plotkin advised private businesses and government agencies, and assisted bankruptcy courts by operating businesses in receivership.
- Mid-1970s—Plotkin and Associates narrowed its focus to employee assessment and human resources management
- 1989—Plotkin and Tournament Players Club Network developed the customer-service training program “Above and Beyond” for the golf-club management industry. The program proved highly effective and today remains a mainstay in the golf management industry.
- 1986—name changed to The Plotkin Group
- 1991—Jim Plotkin joined firm full-time as operations manager
- 1996—moved from San Bernardino to Carlsbad
- 2000—initiated online testing
- 2005—Hank Plotkin retired; Jim Plotkin became president

### ***Executives***

**Hank Plotkin**—Founder and president, 1968-1995. Hank served as a rocket scientist and leader of the Minuteman program for TRW at Norton Air Force Base in San Bernardino, California; member of Mensa. In 1968, he left TRW to form Plotkin and Associates, which later became The Plotkin Group. He is a graduate of Lehigh University and the author of the book “Building a Winning Team,” widely regarded as one of the best reference tools for employee selection and development

**Jim Plotkin**—President since 2005. Prior to joining The Plotkin Group in 1991, Jim spent seven years as a touring golf professional. Playing on two foreign tours and several U.S. mini-tours, he won 10 events, including the 1987 Canadian PGA Tour Qualifying Tournament and the 1986 Southern California Open. Jim also played intercollegiate golf at Fresno State University, where he earned his Bachelor of Science degree in Business General Administration.