

## **The Lawrence Bradford Group, LLC Makes Strategic Investment in McBassi & Co.**

McBassi developed McBassi People Index™, a tool designed to pinpoint specific human factors that affect an organization's business outcomes

DEVON, PA [date] – The Lawrence Bradford Group, LLC, led by Lawrence Costello, former SVP of human resources at American Standard Companies/Trane and Campbell's, announced that it has made a strategic investment in human capital diagnostics firm McBassi & Company of Golden, CO.

Using a proprietary diagnostic tool called the McBassi People Index™, McBassi & Company works with senior executives to drive measurable performance improvement by identifying specific employee-related programs and initiatives that are directly linked to business results. The company is headed by Dr. Laurie Bassi, CEO and co-founder, an economist, statistician and author who developed the tool.

"I've been a client of McBassi & Company," said Lawrence Costello, Managing Director of The Lawrence Bradford Group, LLC, "so I've seen first-hand how rigorous and effective the methodology is and what a difference it can make to companies' ability to enhance performance. It doesn't just show what's going on in a company. It predicts how the business outcomes that matter most to an organization could be affected by investing in different programs and policies that influence how employees behave. I was so impressed by my experience as a client that I decided to make a capital investment in the business to help it grow."

The McBassi People Index is designed to pinpoint precisely what human factors are affecting a company's performance, analyze those factors and link them to desired business outcomes. Whereas other surveys aim to identify drivers of employee engagement, an important subset of human capital management, the [insert name of tool] is designed to identify the comprehensive set of people-related factors that affect business outcomes. Moreover, the [insert name of tool] is not designed to compare an organization to an average benchmark which may or may not accurately reflect a company's circumstances, but rather identify those very specific drivers in play within that organization.

"People typically represent an organization's largest expenditure and most valuable asset, yet many decisions governing human resources are still largely intuitive," said Bassi. "We have the deep analytical expertise required to bridge the gap between people and business results. I'm delighted that Larry Costello has chosen to invest in McBassi & Company, because Larry has the broad business experience to demonstrate to executives what a difference our methodology can make to their companies."

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McBassi & Company was founded in 2001 and focuses exclusively on providing rigorous diagnostic support to help senior executives build high-performance, world-class organizations through better people management. The firm ensures the objectivity of its analysis and recommendations by declining to provide follow-on consulting work. Clients

include 3M, Accenture, Agilent Technologies, American Standard Companies, P&H Mining Equipment and Saba Software. Dr. Laurie Bassi is one of the world's leading authorities on the emerging "decision-science" of human capital management – the processes and practices within an organization that align the management and development of employees with its business results.

The Lawrence Bradford Group, LLC, is based in Devon, PA, and also benefits from a strategic partnership with BSG Partners, an executive search firm also headquartered in Devon, PA. Together, the interests of The Lawrence Bradford Group, LLC provide a comprehensive offering of diagnostics, business advisory, executive search and human resources services.

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