

FOR IMMEDIATE RELEASE

**AAIM Becomes Newest Certified Partner of The Predictive Index**  
*AAIM to Use The Predictive Index to Help Clients Maximize Workforce Productivity*

**St. Louis, MO (Nov. 1, 2019)** – AAIM Employer’s Association is now a Certified Partner of The Predictive Index (PI). AAIM will provide talent optimization services with PI’s science-based methodologies to empower clients to align their people strategy with their business strategy and achieve optimal business results.

For over 120 years, employers have relied on AAIM for a wide range of services such as integrated human resources solutions, talent management, professional training and development, consulting services, background screenings, and much more. With the addition of The Predictive Index to their extensive suite of employer solutions, AAIM will be able to help businesses greatly improve their success in hiring top talent, designing winning teams, managing change, influencing productivity, and ultimately driving growth to achieve their business objectives.

“We all know that people are the key to business success. The Predictive Index is an outstanding tool that will help our members optimize their talent and build exceptional teams,” said Phil Brandt, CEO of AAIM.

The Predictive Index offers powerful, scientific assessments that are quick, reliable, and easy to interpret. Additionally, managers and PI administrators are thoroughly trained on the platform with comprehensive workshops so they can become experts on the assessments and interpreting their team’s results.

**About AAIM Employers’ Association**

AAIM Employers’ Association provides comprehensive HR solutions for companies of any size. Serving organizations throughout Missouri, Illinois, and Indiana, they offer employers the tools and resources needed to hire, develop, and retain top talent. Members enjoy access to world-class services, subject-matter-experts, current legal information and statistical data, leadership and educational training programs, peer-to-peer networking, and special events. Additionally, AAIM’s technology suite includes a state-of-the-art recruiting and applicant tracking system, an expansive learning management system, accredited background checking services, and a mobile app for company communication. Learn more at [www.aaim.org](http://www.aaim.org).

**About The Predictive Index**

The Predictive Index (PI) is an award-winning talent optimization platform that aligns business strategy with people strategy for optimal business results. Sixty years of proven science, software, and a robust curriculum of insightful management workshops make PI the solution for any company looking to design great teams and culture, make objective hiring decisions, and inspire greatness in their people anywhere in the world. More than 7,000 clients use PI—including Nissan, Citizens Bank, DocuSign, Subway, 47 Brand, Blue Cross Blue Shield, and Omni Hotels—across 142+ countries. Learn more at [www.predictiveindex.com](http://www.predictiveindex.com).

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