

# Using assessment insights to create a motor racing 'dream team'



## The challenge: finding a new way to beat the competition

Motor racing is such a competitive sport that every single miniscule gain – whether it's in the car, the driver or the support team – can make a significant difference in winning races.

*cut-e's* psychometric tests have already helped to identify talented drivers for professional racing teams across Europe. Now, for the first time, *cut-e's* assessments are systematically being used at Fortec Motorsports to recruit and develop a whole race team.

Based in Northamptonshire, Fortec Motorsports is the UK's biggest single-seater race team. It competes in F3, F4, Formula Renault, Formula Euro and World Series V8 championships, which are major feeders to Formula One.

## The solution: creating a high performing 'dream team', using assessment data

V1Logic, a UK company which specialises in data analysis to develop drivers and race teams, has created a validated profile of the traits and characteristics of successful professional racing drivers. The company used *cut-e's* assessments to measure the attitude, competencies and abilities of hundreds of drivers, including their determination, autonomy and competitiveness. It then correlated these results with racing simulation and on-track performance data for each individual.

Jay Marshall, Human Engineer at V1Logic, said: "To get into Formula One, the highest class of single-seat auto racing, you have to come through the ranks of the junior Formulas and usually that's only possible if you have wealthy backers. We wanted to find a way to identify talented drivers who couldn't afford this option. With the metrics and psycho-physiological data from our research, we now know the specific characteristics that make successful drivers. Individuals with these qualities will more easily reach a high performance state called 'flow', in which the thinking part of the brain quiets down and automatic processes take over."

V1Logic is now helping Fortec Motorsports to recruit and develop their whole race team – including engineers, mechanics and managers who can effectively support talented drivers.

## The outcome: recruiting new team members against a validated profile

"If a racing driver doesn't have the right team behind them, they'll never achieve optimum performance," said Jay Marshall. "Again, we're using *cut-e's* assessments to better understand what good and bad looks like in each role. Fortec will then be able to recruit new team members who fit this validated profile. They'll gain insights which will not only help them to develop all their staff, they'll also be able to allocate teams of engineers and mechanics who will be compatible with each driver."

Fortec Motorsports receives around 15 unsolicited CV approaches every day. Applicants are invited to take *cut-e's* ability and personality tests. *cut-e* has also developed visio-spatial tests specifically for mechanics to complete.

"*cut-e's* assessments provide the vital first step in ensuring that candidates are the right fit for Fortec and for the available roles," said Jay Marshall. "In the racing world, this is a very progressive approach."

*"Fortec's strapline is 'talent wins races but teamwork and intelligence win championships'. They recognise the importance of choosing their employees carefully, so they can create a 'dream team' who can achieve high performance. With the insights from cut-e's assessments, we'll create best-fit teams and ensure that the right people work together productively."*

Jay Marshall, Human Engineer at V1Logic

*"When every other race team is strong, you have to find new ways to beat the competition and be the best you can. It's the same for any business team that's working under pressure. This is a great example of the value that assessments can provide when your goal is to recruit and develop a strong team that can achieve high performance and withstand change."*

Howard Grosvenor, Director of Professional Services for *cut-e* UK

Founded in 2002, *cut-e* is a world leader in the design and implementation of innovative online tests, questionnaires and gamified assessments for attraction, recruitment, selection and development. We help employers to identify which candidates have the right capabilities, potential and cultural fit to benefit their business. We undertake 12 million assessments each year in over 70 countries and 40 languages.

