



## Find A Rainmaker, a cloud-based software to identify PR and BD leaders, launches

April 25, 2023 - Front Section

Ioana Good and Adrien Maines, founders of Find A Rainmaker

Find A Rainmaker (FAR) is the first-ever, cloud-based rapid behavioral assessment tool developed by public relations and business development professionals, behavioral PhDs, technologists, and designers. The platform is aimed at helping companies identify individuals well suited to be media spokespeople, lead generators, analytically minded marketers, creative collaborators, and closers. It provides guidance on effective team formations, coaching and training opportunities, all based on a spectrum of 21 behavioral traits that are measured in a survey that takes less than ten minutes to complete. Promova, a woman-owned public relations and branding agency, worked with engineers and specialists to sample hundreds of individuals and develop the tool to help business leaders identify their team's strengths through a proven methodology rooted in biodata. The software allows companies to generate significantly more revenue by uncovering optimal rainmakers and finding the right people to put on the front lines of the business.

"We're excited to unveil FAR and help businesses strengthen their teams and win more work," said Good, co-founder of Find A Rainmaker and founder of Promova. "FAR is driven by decades of behavioral science, which has been proven to identify the best people for media and business development roles. By building stellar teams, companies can create more cohesive organizations, generate greater revenue, and achieve their business goals."

FAR's founders, Ioana Good and Adrien Maines spent decades working in varying industries, training media spokespeople, conducting client team meetings and developing business development strategies. Often, they saw people placed in revenue-generating roles that they were not well suited for. They lacked training or coaching and did not produce results to drive revenue. Ioana and Adrien were inspired to develop a tool to address and fix this universal issue. FAR removes the guesswork and generates results backed by science that build teams and identify strong rainmakers.

"FAR's strengths lie in its ability to take the guesswork out of knowing who should be focused on PR and BD," said Maines, co-founder of FAR and partner + creative director at Promova. "For a

business to succeed, it must make intelligent decisions based on structured data. FAR provides immediate information that allows companies to analyze results and take action to improve performance and drive growth."

FAR is not a personality assessment. It measures behavioral traits that highlight growth opportunities in specific areas, strengths to focus on, and areas for improvement. Results are compiled based on behavioral science and measured against five benchmarks from data captured from hundreds of individuals known to be strong media spokespeople, networks, analytically-minded marketers, creative collaborators, and closers. In addition to benchmark reports, a complete summary of how each individual exhibits a particular set of 21 behavioral traits is provided, along with coaching guidance and team formation reports.

"Creating a team that generates revenue consistently is the ultimate goal," said Peter Johnson, business development coach, psychologist, and founder of Law Practice Consultants. "The coaching your team receives is critical to your company's success. For those with the right behavioral traits, the sky's the limit."

FAR helps companies strategically plan investments in training and coaching. Leaders can plan training roadmaps that help maximize potential and increase revenue generation, rather than wasting time on general training plans. By using FAR, businesses can build and train better teams, increase retention, foster unity, strengthen organizational stability, and drive more revenue.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540