

R.O.I. Marketing Secrets Revealed

Chapter 4: Stop the Hiring Insanity

By Jay Henderson

Founder, DPMHiring.com

If you own a business, finding great people for your company is one of the most important things you do -- and one of the most difficult.

All you need is a crystal ball -- or some serious luck.

More often than not -- hiring is trial and error. And I don't have to tell you, the error part gets really expensive. Hire too many of the wrong people and it can bring your company down.

Typically, you go through resumes, pick a few you like -- interview them (hopefully more than once) and check references. You might even hire someone as a favor to a friend. And you might get feedback from key people on your staff, but eventually -- because the buck stops with you -- you have to roll the dice. Then you pray.

All too often, you spend thousands of dollars to do this dance, only to discover it's not working out. Little by little you discover your new hire is not really who you thought they were at all -- so you try to save them. Most of the time, you can't make it work so eventually you have to sever the relationship and start over.

How could they have looked so good? How could you have been so easily fooled? How were they able to fake you out?

If you had only known.

You're not alone -- because in today's world, there are how-to-interview coaches, professional resume-writers, interview courses -- and other "tricks of the trade" turning out armies of perfectly polished time bombs that look better than they are. What I mean is... some people are really good at getting jobs -- just not very good at doing them.

It's what I like to call "interview misdirection" -- and its costing companies like yours millions of dollars every year.

Would you be shocked to learn the majority of resumes -- not just a few -- but *the majority* -- contain false information? I didn't think so.

And the interview? When people are coached on exactly what to say and how to dance around less than flattering issues -- you're not getting a true picture.

And did you ever check with a former boss on what they think? Surely they will shoot straight with you about what your potential hire is really like, right? "Wrong!" Our lawsuit-happy culture makes it risky for them to spill the beans on a former employee -- even one they may have just fired. Your "perfect" candidate could have been caught stealing them blind and they still may not tell you.

The point is, the traditional hiring system is far from perfect. So how can you make great decisions and hire great people?

Maybe I can help...

My name is Jay Henderson -- and my specialty is getting inside the heads of your potential hires to uncover their very real biases, their strengths, their weakness, and the things they're not telling you -- *before* you hire them.

With my totally unique, science-based system you'll never be fooled again. There is no way for your job candidate to "game" the system... I guarantee it.

It's working right now for America's best companies. You can visit my website at www.RealTalentHiring.com for an impressive list of our clients. They range from small businesses with only a handful of employees -- to companies in the *Fortune 500* -- even the New York Yankees.

THE METHOD BEHIND THE MAGIC

The system I use was designed by a renowned philosopher and economist whose groundbreaking research was nominated for a Nobel Prize in 1973. Still the only system of it's kind in the world, he was first to discover a method for accurately measuring these two critical factors... how people *think* and how they *make decisions*. It's a very different approach from the typical behavior profile.

Just imagine how valuable it would be if you could predict your potential hire's success based on your knowledge of how they think and make decisions.

If our biases, the way we think and make decisions, changed from day to day- it would be pretty tough. But the good news is they rarely, if ever, change. That makes all of us more predictable than we would have ever imagined.

What if you had a crystal clear picture of a person's biases *before* you hire them? You could eliminate the risk of having to spend weeks or months observing their performance. You can predict their performance.

I know firsthand, because it worked on me.

MY LUCKY DAY

A few years ago, I applied for a job with a company that uses the principles of sports psychology to coach people to higher levels of performance. I had what turned out to be one of the most important job interviews of my life.

Before the interview, they had given me a simple 36 item exercise to complete. I couldn't imagine what they could possibly learn about me from this process but I followed instructions and completed the exercise in less than 20 minutes. I had filled out typical profiles before – but believe me, this was nothing like anything I had ever seen – there weren't even any questions.

During the interview I was asked the most pointed, in-my-world question anyone had ever asked me. This man knew things about me no one could have or should have known. I sat there stunned. How could he possibly know this?

Fortunately, what they saw in my response to the 36 item list was good for me -- I got the job -- and before long...

I LEARNED THE SECRET

I've been passionate about how the mind works since I was a kid. I always wanted to understand why some people always seem to win and some always seem to struggle.

Looking back on it, I got really lucky when I was just 19. My dad gave me the audio program of Stephen R. Covey's now-famous "Seven Habits of Highly Effective People." That was before the book was released and before Stephen became a worldwide consulting star.

Something in Covey's message really rang true with me. I listened to those tapes until I could almost recite them from memory. When the book came out a few years later, I read it over and over as well.

I was hooked -- so right then and there, I set a goal to work for Stephen Covey.

It wasn't going to be easy. Covey's organization was based in Utah -- I was living in North Carolina. I was young, and had no experience in the training industry. But as you know, when goals are strong enough -- answers come -- and that's what happened for me. I would go to school in Utah and that would put me closer to the Covey group.

SERENDIPTY

I remember it like it was yesterday. I woke up one beautiful North Carolina morning --packed my car -- and drove across the country to Utah. I didn't have a place to stay, and I didn't have a job -- but I knew what I wanted. So I just did it.

About three months after I arrived in Provo, I was driving past a building I knew was part of the Covey Leadership Center. I had a clear overpowering impression to pull over. So that's exactly what I did.

I walked in the front door, and this lady was standing there. She asked "Can I help you?" And for some reason, I answered, "I'm here to interview for a position." She asked if I'd seen the ad.

I said, "No, I hadn't seen the ad." I didn't even know they were interviewing. I was just following my impression. But for some reason -- maybe they could see my passion -- they interviewed and hired me right there on the spot.

Over the next five great years, I learned a ton from Stephen and his group -- and I fell in love with an industry I have worked in for the past 20 years.

My experiences at Covey were great -- but I decided to move to another Utah company which led me to an opportunity to learn from another true genius, Wayne Carpenter. Wayne is the guru who refined, redesigned and computerized the system we use today in companies of all sizes all across America.

I have had the good fortune to be personally trained and study under Wayne for the past 15 years -- and today, I am one of only eight people in the world to be Master Certified by him to do what I do... help people like you make the best possible hiring decisions.

THE SECRET HIRING WEAPON

The process we use for hiring just the right person is amazingly simple but don't be fooled – it's amazingly accurate. I like to think of it as an MRI for hiring.

Once you decide you're interested in a candidate, I get involved in the process to help you decide if this job candidate is the right fit for your business. And it's oh so easy. Your job candidate goes online and completes a simple 36 item exercise. It takes less than 20 minutes.

When we have the results, you'll get a comprehensive 4-page report. At a glance -- you'll know how your candidate *thinks* and *makes decisions*. You'll know your level of risks in hiring this person and so much more.

My job is to tell you things about your job candidate you could never discover any other way. Not through a resume, an interview, a former boss, or from any of the most popular profiles being used in today's marketplace.

Our system takes the profile process to levels -- way beyond behavior and personality. You'll know more than you could have ever imagined about their competencies and skills. You'll immediately see your job candidate's strengths, their weaknesses, and the areas in which they need to grow -- what motivates them, even the quality of their day-to-day decisions!

You'll know whether or not they CAN do the job. You'll know if they WILL do the job. And you'll know if they can get the job done in your company and perform in the specific role you're hiring them for. Again, you'll know how they think and make a decision --which makes their potential performance highly predictable.

You will no longer have to fit square pegs into round holes... you'll cut your training time dramatically, have a more cohesive team -- and you're guaranteed to save far more than it costs to get the information.

The feedback you get in these reports is priceless. And once you've seen it, if you do have questions, I'll help you understand exactly what it means and how to use the information we've gathered to make a great decision.

Just imagine the good night's sleep you would get knowing the decision you're making is based on a system that's been proven thousands of times with the biggest companies in the world. All those stressful, emotional, and subjective decisions you've had to make in the past can now be made with a crystal clear understanding of who this person you're about to hire really is.

Imagine how much time, effort, energy and money you would save if you could move your hiring accuracy from where it is now -- to 80% or better. What would that be worth to you and your company?

With the right people in place, the culture and performance levels in your company literally change overnight.

GIVE ME 20 MINUTES AND I'LL PROVE IT TO YOU

Recently I've been working closely with large groups of attorneys, podiatrists and dentists from all over the country. Before we get started with measuring the entire organization, I ask them to choose one person in their firm or business they know the most about. I let them put me and my system to the test. If you have a company, I would gladly do the same for you.

That's really the beauty of what I do. Instead of asking you to take my word for it, or trust testimonials from our impressive list of clients -- let me prove it to you in less than 20 minutes for FREE.

It doesn't matter who the candidate is. And it doesn't matter where in the world they live, their level of experience, past success or failures, race, or even their cultural biases.

If they're hiding something, you'll know it. If they have the potential to cause problems in your organization, you'll know it. If they have star potential, you'll know it immediately.

Is it perfect? No -- we're dealing with human nature. But is it close to perfect? Yes. As close as you're going to get.

Will it take almost all of the risk out of hiring? Absolutely -- because you'll know who and what you're getting *before* you hire them.

I don't tell my clients who to hire unless they want me to. I tell my clients about their candidate's biases. You get more accurate data -- then with all you've learned about them -- you get to make a much more informed decision.

When clients decide against the data and my expertise -- they typically regret it. Invariably, they call to tell me they wish they had paid attention to the information I provide.

My smartest clients tell me they would never think about hiring anyone without calling me first. They call me their secret hiring weapon -- and I'd love to be yours.

To experience this system yourself – free of charge – and for a free report called *The Seven Most Common Hiring Mistakes Employers Make* -- as well as helpful tips to make sure your next hire is your best hire, visit www.RealTalentHiring.com.