

Nine Hidden Secrets Your Job Candidate Hopes You Never Discover!

Dear Friend,

Interviewing and hiring is tough work. Our research indicates that a whopping 30% of all job hires are less than effective. When one out of every three people you hire don't get the job done, it's costing you a small fortune.

What would it mean for your business if you could move that number down to say, less than 10 percent? That would mean more than nine out of every ten people you hire would be effective. That's money in the bank!

How is that possible? Simple. A whole new category hiring system reveals things about your potential hire that could never be measured using outdated hiring technology.

There are a few secrets your potential hire could be keeping from you and I'd like to share 9 of them with you in this report — but first, I'd like to point out that in this Hidden Secrets Report, I use descriptions that will sound like 'personality' or 'behavioral type' profile characteristics. Don't be fooled. That's just a necessity of language.

Just understand that Personality and Behavioral profiles **cannot** reveal these Hidden Secrets for you — but using revolutionary hiring technology, I will easily and quickly identify how your job candidates *think*, how they *make decisions*, and the *quality* of their *judgment skills*.

So Let's take a look at the *Nine Hidden Secrets* that using your typical approach could never reveal before.

HIDDEN SECRET #1

Overly Cautious & Skeptical Thinking

I'm not talking about everyday, healthy skepticism. I am talking about the kind of skepticism that causes a lack of action. This person will find every reason why *not* to do something. Cautious and skeptical people are slow to act which is important to know in a business environment where speed is king.

Your typical measurement device won't identify how your candidate *thinks* or *makes decisions*. Therefore, they cannot directly measure cautious and skeptical thinking. They would only be guessing.

Can you see how critical this would be when you have a specific role to fill?

Take a look around the office. Who would you categorize as a *skeptical* or overly cautious thinker? Is that ever a performance issue for them?

Of course — you would only be guessing — but what if you knew for sure? Would that make a difference in whether you hired them, or the role you gave them?

At Hiring ROI, we measure a person's level of *skepticism* and show you how that might impact job performance.

HIDDEN SECRET #2

Covert & Overt Thinking

There are two kinds of people you don't want to hire for sure. The *covert* thinker — who will do things behind your back — and the *overt* thinker that will go around you and not even think twice about it. It's your classic *rebel* who will avoid your business systems and authority like the plague.

If you have a company that is dependent on business systems that you have created, this bit of information would be critical in the hiring process. If on the other hand, you have a business that allows every employee to have total autonomy, perhaps this is not so important. You want to know before you hire someone.

At Hiring ROI, we measure 'covert and overt' thinkers. No other tool that I'm aware of can give you this metric.

HIDDEN SECRET #3

Unconventional Thinking

Unconventional thinkers are both a blessing and a curse. For some businesses, the blessing is that the unconventional types are flexible, creative and original ‘out of the box’ thinkers. They have a million unique ideas. That’s the upside. The downside (and there is always a downside) is that unconventional thinkers can have great difficulty making decisions, sticking with one single focused strategy, or finishing a task.

For some companies, missing this hidden secret can be a real problem. It’s important to fit people with these thinking patterns to the right role. It’s also important to know that the unconventional thinker is uncomfortable in rigidly controlled environments. This blocks performance and access to their true talent. They will be less effective than you would hope they would be.

And you should also know the *structured mind* rarely thinks out of the box. You can say, “Okay team, let’s think out of the box on this one,” but it ain’t gonna happen!

So, this is not a matter of intelligence, talent, skill or past experience. It’s simply a thinking pattern that your job candidate comes hard-wired with.

Unlike typical hiring technologies, the Hiring ROI System is the first and only system in the world that will measure whether your candidate is ‘unconventional.’

Miss this one simple key trait during the hiring process, and you could wind up very disappointed.

HIDDEN SECRET #4

Clarity of Judgment

Some call it judgment. Some call it decision making capacity. Call it what you will, your business will rise or fall — grow fast or slow — based primarily on the speed and accuracy of the decisions you and your employees make. (You might want to read that again.)

Poor judgment, not a lack of talent, is the #1 cause of expensive mistakes.

It's amazing how often a potential hire appears to have just the right talent, experience and training for a particular role — but may lack the critical *judgment capacity* to consistently make the *right* decisions.

Poor judgment is another one of the hidden, intangible, difficult-to-measure culprits of decreasing profits. And that's why no other hiring tool in the world even claims to measure judgment.

Only the Hiring ROI System can accurately measure a candidate's *clarity of judgment* and spare you the pain of hiring someone who will make one expensive mistake after another.

HIDDEN SECRET #5

Transition or Holding Pattern

There are '3 Golden Questions' you need to answer with each job candidate ...

1. "Can they do the job?"
2. "Will they do the job?"
3. "Will they do the job for me — in my unique business?"

Answering these questions is not always easy. Here's why ...

Many job candidates come to you in a state of '*transition*' — or "*holding pattern*."

This means they are currently unable to *see* where they are going, or where they fit in a given scenario. They may not have a clue what they want. They may not even have a sense of self — and may not be in touch with who they are.

Why is it important to know this for sure?

Because when interviewing, we sometimes want a candidate to know how great our company is and what a great job they're interviewing for. The problem is that if your candidate is in *transition* — they can be *too easily* sold.

With little more than personal position power, you can sell them into the job. And for a person in transition, that's not always a good idea. And chances are high their performance will be spotty — simply because they took the job even though they weren't sure what they really wanted in the first place. And even worse, chances are they're still in *transition* and unclear.

What's the difference between *can* and *will*?

Let's keep this in context and think of it this way. A candidate might have the talent and experience and *can* do the job. But if they are in a transition, or a holding pattern state, you can't be absolutely sure they *will* do the job.

You must understand that when a person is in *transition*, they *delay* decisions and actions. They shift back and forth. Sometimes they are clear, focused and engaged — at other times they are unclear — don't know what to do — and are unable to take action.

Until now, the only way you could learn whether your job candidate had these tendencies is through the painful experience of hiring them and watching their performance over time. In other words, a crap-shoot!

By the time you discover that your new hire is in "transition," you've invested heavily in their training. At this point, most executives have a hard time admitting they missed something during the interview process. They spend time, energy and even more cash in an effort bring the new hire up to speed.

So what if you could actually experience your potential hires performance *before* you commit?

Now you can, because when completing the Hiring ROI instrument, your candidate is not just describing *how* they would perform a task, they are actually *performing* a task. If they are in *transition*, you WILL know it!

Hard to believe I know. And it's impossible to explain in this brief report. But contact me and I'll show you exactly how this works.

HIDDEN SECRET #6

Status Quo Thinking. Complacency.

When you look at your staff, it might seem like every one of them is hiding secret #6. But that's just the reality of 'employees,' they'll never care like the owner does.

Some of the smartest and sharpest people — even the ones who would excel in an interview — are truly complacent, and will not be motivated. They are totally okay with the *status quo* and are not even aware of their own glaring complacency.

Typically, this person pays no attention to their own self-direction. But sometimes they over-attend to self. In this case, they think they should be paid big bucks just because they have graced your company with their presence. I call them, “cocky complacents.”

Have you ever experienced someone like this?

They see themselves as equal with top leadership, won’t admit mistakes, and have little if any drive to excel. Unfortunately, they are not likely to change. Would it be important for you to know this going into a relationship with this person?

Who else can measure ‘status quo thinking and complacency’? No one.

HIDDEN SECRET #7

The Cool Manipulator

Some people hard-wired with a thinking pattern that causes them to have little or no *empathy*. Not only do they not pay attention to the basic needs of people around them, but in many cases, they actually dislike people.

Treating people badly is one of the big three problems in business. For some, people are simply a means to an end. They are there to be used — and as long as jobs are performed and business objectives are met, that’s all that matters.

But it happens to be one of the silent killers of keeping good people. Bottle necks from poor relationships, miss-managed people, and poor communication in teams create delays, waste and a lack of productivity.

The question I hear the most from small to mid-sized company owners and managers is, “How do I find and KEEP good employees?” Great question. The way to get good employees is to measure their performance capability *before* you hire them. Like the Harvard Study revealed, “80 percent of turnover is due to hiring mistakes.”

I can hear you saying, duh! But seriously, the more effective you are in the hiring process, the easier it is to keep the right people on board.

Research indicates that the *relationship with ones immediate boss* is the #1 reason why good people decide to stay or leave your business.

Additional research strongly indicates the primary reason executives and leaders get fired (in addition to bottom line results) is because they lack ‘relationship skills’.

So getting the job done is important. But too many people are willing to kill the goose for that golden egg. Using the Hiring ROI System, we can measure whether your candidate has the right *relationship skills* to be an effective team player.

HIDDEN SECRET #8 **Inner Directed Thinking**

Those with *Inner Directed* thinking rely only on themselves. Yes, they can be self-reliant — but they can be a real pain. They don’t compare themselves to world, they compare the world to themselves. This means, rather than conform to the world, they want the world (meaning you) to conform to them!

On the plus side, when they are in sync with the world (you) — no one can stop them — and they have total access to their talent. But when they’re not in sync with the world, they bump into the world, can’t find access to their talent, and struggle to perform. Only *their* priorities matter to them.

Let’s take a look at how this might play out. You can give some people advice and they’ll take that advice and make significant change. That’s because they are more outer-directed.

The *inner-directed* person however — especially when they’re stuck — might seek your feedback and be willing to talk about a problem or an issue — you could give them perfect advice. But — if that advice doesn’t match *their inner-directed* priorities and *their* view of the world — nothing will change.

And this is why knowing whether your potential hire is inner or outer directed can be invaluable.

Only one system can reveal ‘inner directed thinking’ for you — and that’s our Hiring ROI system.

HIDDEN SECRET #9

Hidden Secrets of Job Candidates

The one thing you can be sure of is that every job candidate has one or more hidden secrets that you need to have revealed. The more “secrets” they are able to keep from you, the less likely you are to find the person you’re looking for — and the more likely you are to make a hiring mistake.

Let’s take a look at how this applies to your job candidates.

Before you hire a new Associate, wouldn’t it be nice to know if they fall into one of these five categories?

- Covert or Overt Thinker
- Lack of Good Judgment
- Lack of Relationship skills
- Cocky and overly confident - turn off their clients
- Lazy - won’t enough work done to pay for themselves

Of course you would. And while it may seem obvious that you don’t want to hire a person who falls into one or more of these areas — sales people are the most difficult to read and the ones most likely to slip past your radar.

So if you don’t have a way to measure for all of these and other thinking patterns of lawyers — you’re at the mercy of an unreliable referral or your gut instincts. Sometimes you get lucky, but wouldn’t it be great if you didn’t have to depend on luck and the law of averages?

Only the Hiring ROI System can measure the *Hidden Secrets* specific only to lawyers.

About us:

Hiring ROI, LLC, is a company dedicated to helping you take the guesswork out of hiring, improve your marketing and customer acquisition and build more effective teams to swell your bottom line.

To learn more about the Hiring MRI System and how you can dramatically improve hiring decisions, contact us today!

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