



REDBRANCH *media*

Hiring for Attitude and Aptitude





HI I'M MAREN

I MARKET. I WRITE. I HIRE.



ATTITUDE



APTITUDE

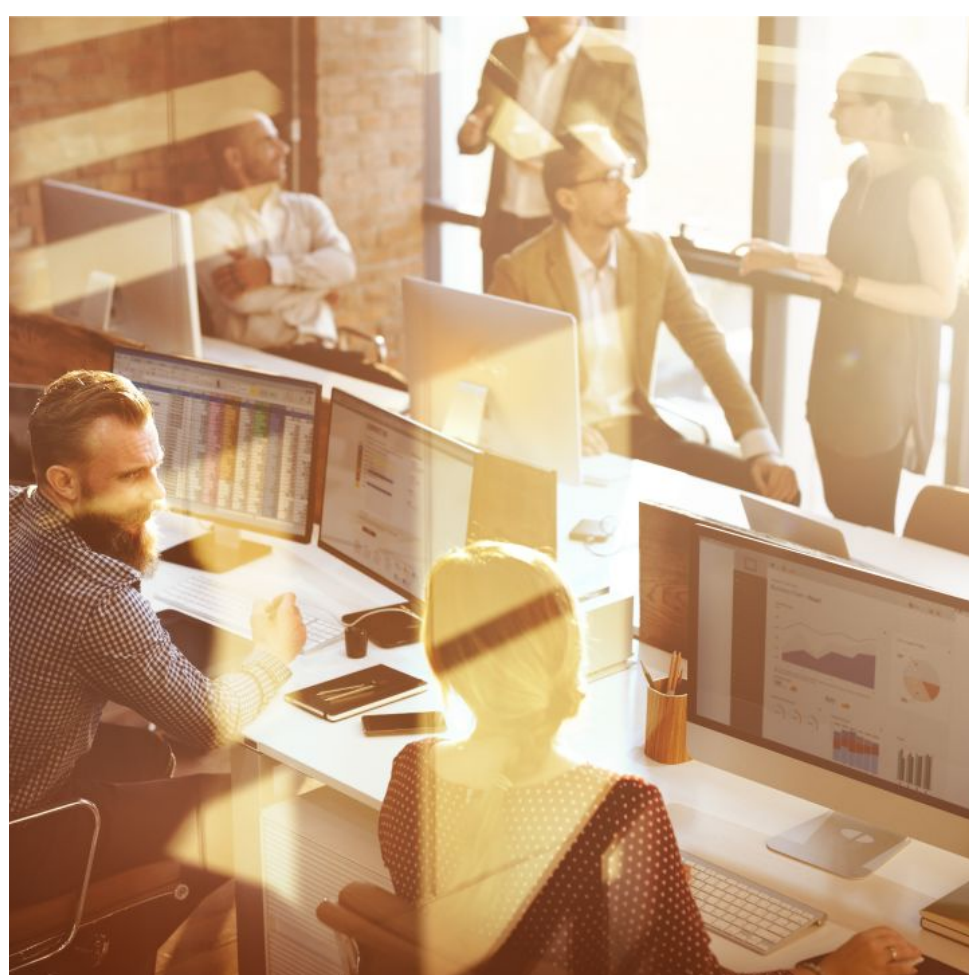
WHY ATTITUDE?



**Can be
cheaper
initially**



**Training is
tailored**



**Companies
can
mold them**



**Strong
cultural
fit boosts
retention**

HIRE STATS



5,247

In a **3** year study of **5,247** hiring managers & tracked **20,000** new hires;

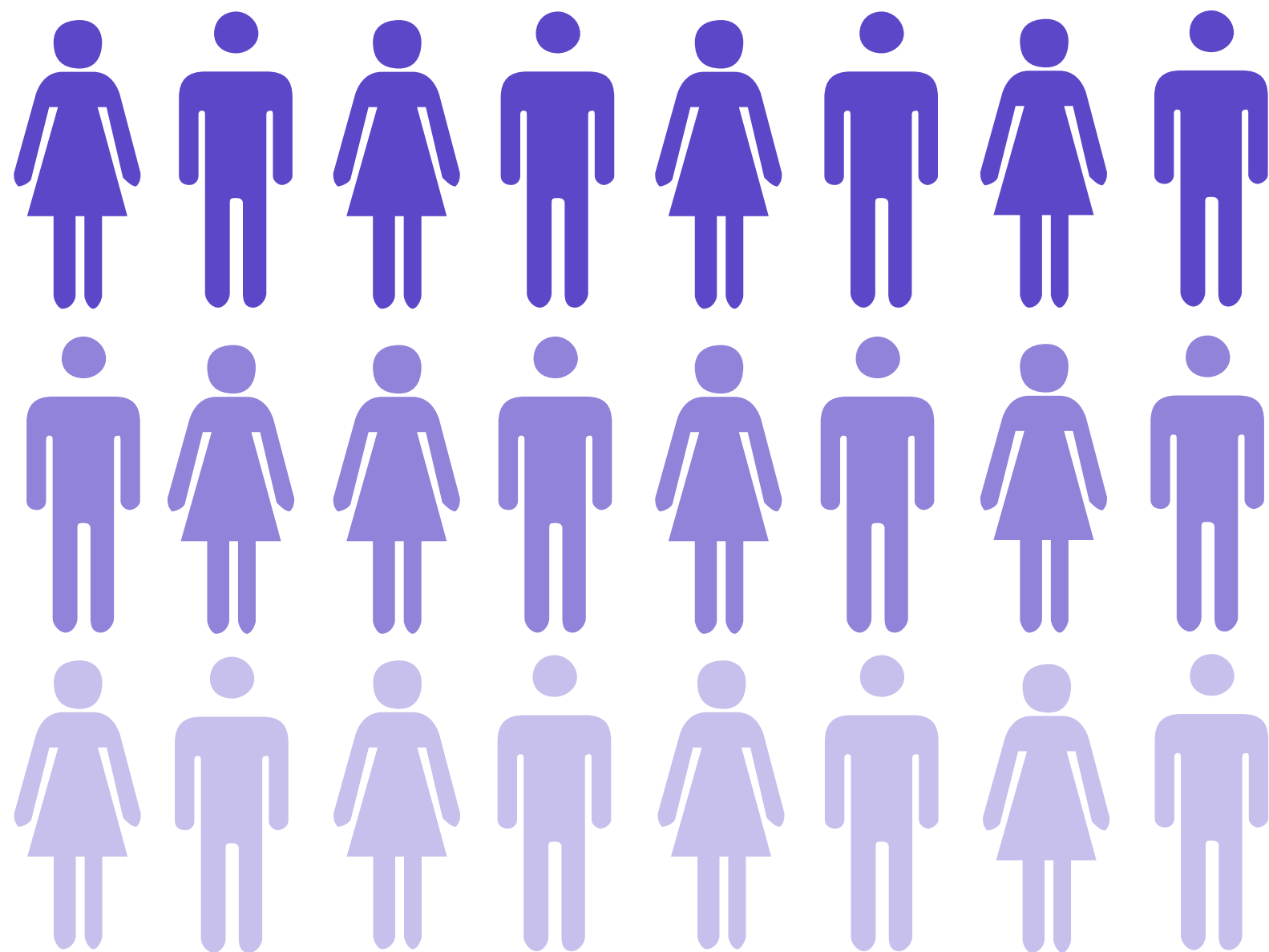


20,000

Of 20k new hires 46% of them failed within 18 months.

HIRE STATS

But even more surprising than the failure rate was that when new hires failed, **89%** of the time it was for **attitudinal** reasons and only **11%** of the time for a **lack** of skill.



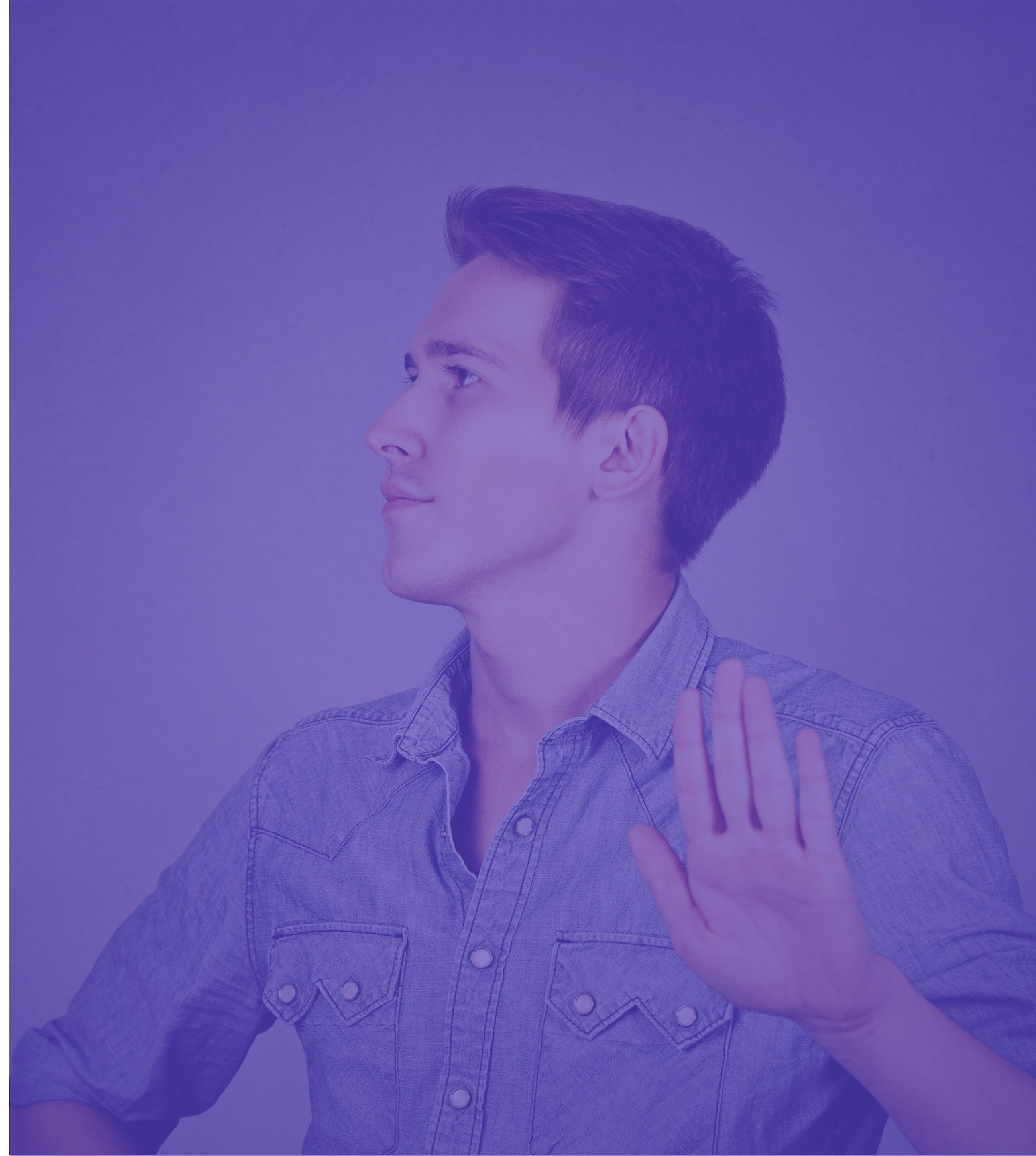
Attitudinal

89%

Lack of Skills

11%

Bad attitudes
or **attitudes** that
aren't in line
with the company
culture will lead
to high turnover.



HIGH TURNOVER LEADS TO:

8



**Low
Morale**



**Funky
Productivity**



**High
Costs**



HIRING QUESTIONS?

9



What's your favorite movie?



What's your favorite website?



What's the last book that you read for fun?



What makes you uncomfortable?

“This trend leads to job interviews that focus as much on whether a candidate prefers Star Wars or Star Trek as they do on... his or her actual qualifications.”



A photograph of a business meeting in progress, overlaid with a semi-transparent teal filter. Several professionals are seated around a large wooden conference table. In the foreground, a woman with long blonde hair is looking thoughtfully upwards, her hand resting on her chin. To her left, a man with glasses is looking towards the center of the table. In the background, another woman is visible, looking on. The table is cluttered with papers, notebooks, and pens. The overall atmosphere is one of a serious, collaborative work environment.

FLUFF?





WAIT!

**There's
another
side to the
equation.**

But can they perform?



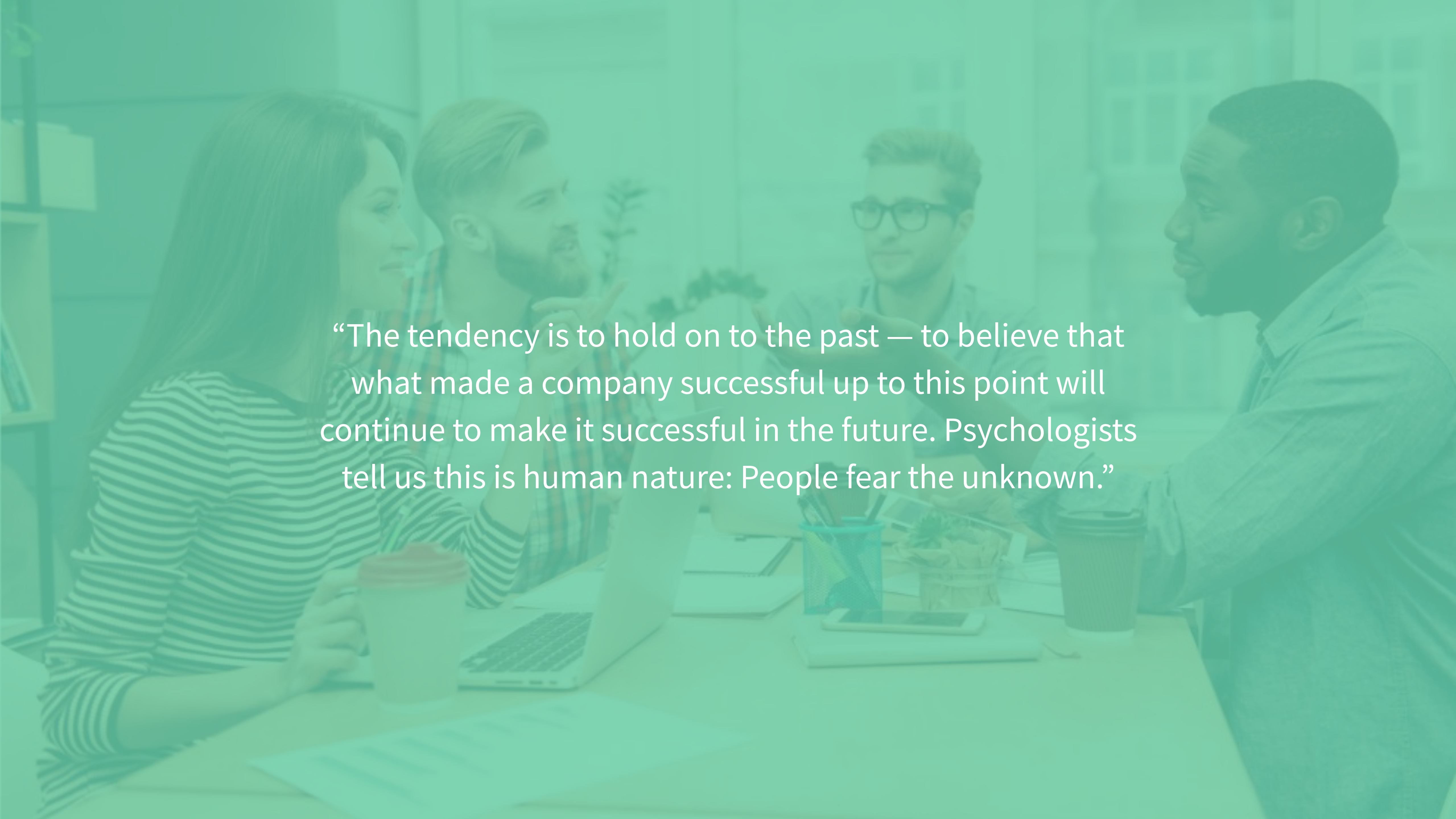
“Attitudes will only get you so far, and when real change is needed — **innovation**, for example — then attitudes are not likely to be enough to get you to where you want to go. In such situations, you need skills, and lots of them.”

Bill Fischer, a Forbes contributor



DIVERSITY = INNOVATION

Or at least the potential for it...

A photograph of four people (three men and one woman) sitting around a table in a meeting, with a teal overlay. The woman on the left is holding a coffee cup. The man next to her is gesturing with his hand. The man with glasses is also gesturing. The man on the right is looking towards the others. There are laptops, papers, and coffee cups on the table.

“The tendency is to hold on to the past — to believe that what made a company successful up to this point will continue to make it successful in the future. Psychologists tell us this is human nature: People fear the unknown.”

SAY WHAT?



30%

of companies polled had to outsource the positions for which they didn't have adequately skilled employees.



17%

hiring managers said that job seekers have the skills and traits their organization are looking for in a candidate.

A woman with dark hair tied back is sitting at a desk in an office. She is talking on a black telephone handset held to her ear with her right hand. Her left hand is holding a pen over a notepad. Her legs are crossed and her feet, wearing black high-heeled sandals, are resting on the desk. The desk is cluttered with various office supplies, including a calculator, pens, and papers. In the background, there is a computer monitor, a window with blinds, and a bulletin board with papers and a small plant. The entire image has a blue tint.

Medium Skills?

A photograph of a woman with blonde hair tied back, wearing a white button-down shirt, smiling and interacting with a young child. The child is also wearing a white shirt. The background is slightly blurred, showing an indoor setting. The entire image is covered with a semi-transparent teal overlay. The text "Attitude Trumps Skills" is written in a large, white, bold, sans-serif font across the middle of the image.

Attitude Trumps Skills

Employers need to meet somewhere in the



Soft Skills + Hard Skills



ATTITUDE

+

APTITUDE

=

**OBVIOUS
CHOICE**

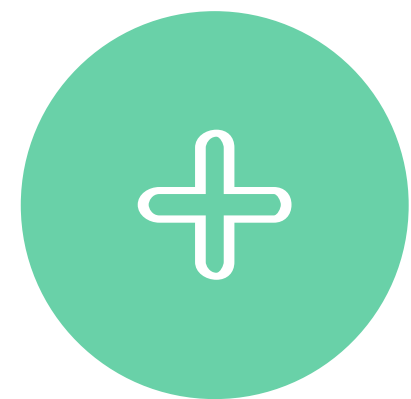
Recently there has been such a **strong** push to hire for attitude that skills are steadily falling by the wayside.

BUILD A PROFILE

Your Key People Share:



Values



Interests



Goals



Work Styles



Comms Type



A photograph of two men in business suits standing in front of a large window. The man on the left is a white man with short brown hair, looking towards the right. The man on the right is a Black man with short dark hair, smiling and gesturing with his hands. A large teal circle is overlaid on the image, containing the text 'Let's try asking them.'.

WAIT!

**Let's try
asking them.**

3



What are the three things you need to discern if someone is a skills fit?

An attitude fit?


A man with a beard and short brown hair, wearing a blue denim shirt, is sitting and looking down at a large white sheet of paper he is holding. His right arm is resting on his head. The entire image is covered with a semi-transparent yellow overlay. The text "Maybe it's Carl's fault" is written in a large, white, sans-serif font across the middle of the image.

Maybe it's Carl's fault

**The best of intentions
can be soured by a
poor experience.**

**Especially if
that experience
takes forever.**



A woman with dark hair tied back, wearing a light-colored blazer, is seated at a desk in a modern office. She is looking upwards and to the right with a thoughtful expression, holding a pen to her chin. In front of her is an open notebook, and to her right is a laptop. The background shows large windows with a view of a city skyline. The entire image has a blue color overlay.

“Hire based on aptitude, i.e. having enough grey matter to master the skills, and attitude, i.e. the passion and commitment to put in the time to master the skills.”

John Myrna, HR Pro

Keeping a good **balance** in your workforce means keeping a **balance** in your hiring process.

Hire for attitude

— **yes,**

but make sure they are trainable.



SOURCES

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ADDITIONAL SOURCES

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