Hiring for Attitude and Aptitude
HI I’M MAREN
I MARKET. I WRITE. I HIRE.
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.
Bad attitudes or attitudes that aren’t in line with the company culture will lead to high turnover.
HIGH TURNOVER LEADS TO:

- Low Morale
- Funky Productivity
- High Costs
HIRING QUESTIONS?

- 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.”
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*
Or at least the potential for it...
“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.”
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.
Medium Skills?
Attitude Trumps Skills
Employers need to meet somewhere in the 
Soft Skills + Hard Skills
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
WAIT!

Let’s try asking them.
What are the three things you need to discern if someone is a skills fit?
An attitude fit?
Maybe it’s Carl’s fault
The best of intentions can be soured by a poor experience.

Especially if that experience takes forever.
“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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