

DRISCOLL LEARNING

Empowering Environments Where Learning Is Embraced

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Improve Your Recruiting Process

Acquiring top talent is difficult and yet so crucial to your business' success. Technology has advanced the recruitment process and coupled with an element of human interaction, better candidates can be secured.

Today, there is an abundance of technological recruiting and assessment options. However, companies are not able to measure the long-term impact of these hiring advances as well as you'd think. They struggle to pinpoint the real impact of quality hires and how long they stay. Hiring managers expect more out of their candidates, especially after they've been given assessments and the tools necessary to reveal whether they are the right person for the position. They want to enhance the process in order to attract and then secure better employees.

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How Are You Improving Your Recruiting Process?

Successful Leaders Understand And Use DISC

When you are a leader in a company, the biggest job you have is communicating well with your staff and facilitating a good environment in which the staff can communicate to one another. In order to boost communication levels you must understand your own personality as well as the others you work with. Personality traits play a key role in how we express ourselves and understand the way others express themselves to us. It is only natural to think everyone has the same thought processes that you have and understand things the same way that you do. On the contrary, each of us have a different way of communicating and understanding what is being said to us by those around us. With the use of a DISC profile assessment, you can understand your behavioral style and how to best interact with others that have a different behavioral style.

Why Take a DISC Profile Assessment

DISC stands for four different characteristic traits: dominance, influence, steadiness, and compliance. DISC is the "HOW" we do things – Not WHY. How we walk, talk, react, communicate, etc. Not everyone who is similar in these assessments are identical. Your personality has been shaped by a number of factors: experiences, environment, and belief systems to name a few. No two people will express themselves the same.

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Acquisitions are important, time-consuming, and potentially costly during the recruitment process. Ever wondered how this process could improve? It's a common question amongst hiring managers and HR departments. The more the system is fine-tuned the better for all involved.

A recent survey of 200 hiring managers revealed some interesting results:

1. Hiring managers said they wanted to see the recruitment process improved by their HR department.
2. They reported the desire for a more data-driven process.



Recruitment Process

Larger organizations often consist of hiring managers that are frustrated by the challenges associated with recruitment. The survey revealed that they feel like HR should improve the process by utilizing different recruitment tactics.

Data-Driven Process

Hiring managers want to pursue top talent and believe the process should be data-driven. They want candidates to complete assessments and take the information gathered for consideration during the hiring process. Talent acquisition based on facts and data will ensure a better candidate and most likely a longer term employee.

Hiring managers rely on HR to set an acquisition system in place. When they don't consider best practices and stick to the old way of doing things, they hurt their team and the ability to secure the most talented candidates for open positions. Further, data is a useful tool that will enable a more well-rounded decision to be made when selecting a candidate.

Consider these things and bring them up for discussion as a team in order to create a more seamless recruitment process for your company. Working together as a team will ensure you acquire better candidates while improving employee morale and your bottom line over time. ❖

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*Continued from page one – **Successful Leaders***

When you take the time to know yourself better, you will inevitably be able to know others better.

How Does DISC Play an Important Role in Good Leadership



Self-awareness plays a key role in being a good manager. DISC assessments help you to take a deeper look at your own personality and communication style. Not only that, in these assessments, you will be given the skills necessary to know how to tailor your communication styles with others that exhibit different personality traits. When you understand how your style of communication is coming across to your employees, you will be able to adjust your actions based off of who you are relating to.

Successful Leaders Understand and Use DISC

With these types of resources available, it is important for leaders to use them to their advantage. To be successful in your business, you have to master the art of relating to other people, no matter how much your personality conflicts with theirs. As a good leader, you need to understand how to encourage your staff to work better while keeping misunderstandings to a minimum. Through utilizing a DISC profile assessment, it takes the guesswork out of how to best communicate and relate to others in your business.

No matter what form of business you run, successful leadership starts with understanding your staff. Until you know them and how to relate to them, you will not communicate as well as you need to. By administering DISC assessments, you will give yourself and your business the foundation needed to build a strong corporation. ❖

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“Successful leaders see the opportunities in every difficulty rather than the difficulty in every opportunity.”
~ Reed Markham, American Writer

Getting Clarity Of Purpose For Your Business

What does a big win look like for your company today? Do you think that your team could answer the question in a similar way as you?

Some may mention the core values or income goals while others wouldn't be able to recall the company mission statement. What would it take to get everyone on the same page? How can we get better clarity with our purpose for business?



We Want to Win

Our deepest and most core instinct is to win in life and business. However, we all define that a little differently. Some people say they hope to make it until 5:00 while others want to achieve the goals set before them, with their competitive edge shining through, for the win. Regardless of what the "win" looks like, we all want to achieve our goal.

How can we transition that mindset to our business? We need to show our team absolute clarity regarding what a win looks like for the company. If we don't give them a vision, then their results will seem random and their efforts not streamlined toward the goal.

Specificity

We've established that we need to convey the mission and target. The next step is to provide specificity. This means that you need a crystal-clear picture of what the goal looks like.

Be specific with your team. The competitive runner has the clear goal to cross the finish line. Your business should have a strategy and specific milestones in place to achieve as a team.

Clarity is Critical

Strong leadership, regardless of your business size, is imperative. This type of leadership is revealed when you provide clarity on the company's goals.

Further, you must exemplify to every team member what winning looks like to the company. Ensuring that everyone is on the same page is essential and will help as you go for the win.

Companies that shoot in the dark and appear scattered are those that fail to have clarity of purpose. As an organization, be sure that you work to win as a team. Part of that is defining your vision and then taking steps toward the goal on a regular basis.

To win in business is to have a purpose. Strengthen your team with outstanding leadership that is conveyed by a clear focus, destination, and the defined steps to get to the ultimate win. ❖

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One Minute Ideas

Volunteerism

Need Volunteers?

Want to Donate Your Time?

Check out these great online services that connect causes in need with individuals willing to volunteer.

Organizations can find volunteers, and individuals can find the perfect cause in need of their help. There are thousands of volunteer opportunities posted every day.



"No one has ever become poor by giving."
~ Anne Frank

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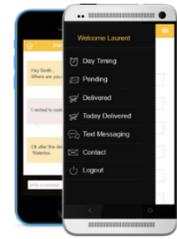
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The Future of Mobile Apps

Who doesn't enjoy mobile apps these days? I'd wager to say that most people like them, use them and reap the benefits from the product and service that they potentially offer.

I probably don't have to sell you on the fact that mobile continues to grow. However, I wanted to share a few stats to illustrate my point.

- One million cell phones will be sold within the next year
- While that number is staggering, it's double the number of PCs that will sell
- Half of all adult cell phone users have apps on their phones



As you can see, mobile is huge! Think of the convenience and all the technology that is at your fingertips almost by the minute each day. We will continue to see mobile usage increase for years to come.

Mobile apps have a significant part in the increase of this phone usage. Most people say that they are both fun to use and helpful. Lately, people report to be willing to even pay for apps. Of those polled, 42% of cellphone users have spent money on an app.

If you are looking to advance your brand, business or marketing plan, then consider adding an app to your business plan. People will search for apps to see if they can get a coupon, deal and for the convenience of getting push notifications. Apps are becoming more and more prevalent when it comes to products and customers are buying into it all. Have you considered a mobile app for your business? Consider one if you have not.

Top categories that people search for when it comes to apps include: **Social Media, Entertainment, Communication, Productivity/Organization, and Shopping.**

Mobile apps have a bright future. They are simple to use and sought after. I encourage anyone trying to grow a business to figure out a way to incorporate one because it is just one more way to get the word out about your company and product. You won't be sorry and your customers will thank you for it. ❖

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DRISCOLL LEARNING – Seminar Schedule

For more information, visit our web site at www.driscolllearning.com

Session Title	Time	Date(s)
The Sales Connection Breakfast	7:30AM – 9:00AM	Thursday, August 10 th Go to www.thesalesconnection.org for details & registration
Professional Sales Development	9:00AM – 12:00PM	Friday, August 11 th and Friday, August 25 th
Business Briefing: What is Talent? Talent Selection & Job Benchmarking	1:00PM – 3:00PM	Thursday, August 17 th
DISC & Driving Forces Certification Process	4:00PM – 4:45PM	Monday, August 21 st Go To Meeting (email Bryan for details)
FREE LinkedIn Training	9:00AM – 10:30AM	Tuesday, August 22 nd Go to www.thesalesconnection.org for details & registration

All sessions held at: Dublin Entrepreneurial Center 565 Metro Place South, Suite 300, Dublin, OH 43017



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