

**Subject:**

Looking for High Performers?



*"Hiring the right people the first time is the biggest challenge organizations face today!"*

**July 2015 - In This Issue**

**Looking For High Performers? Why You Should Look In House First!**

**How To Identify Individuals With Potential To Be 'Superior Performers'**

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Because of our past relationship you are receiving our monthly newsletter...at no cost to you! If this is your first issue, then welcome! We appreciate the opportunity to share best practices in leadership, management, personal and professional growth, recruiting, retention, and other areas critical to your success. Again, thanks for your readership.

Frank Sproule, CEO  
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## Tell Others About Your Goals!

Many people have learned that writing down your goals increases motivation and achievement of the goals exponentially. This article continues on that path of motivation and goal setting success.



**Another way to motivate yourself is to tell others about your goals.**

It works the same way as writing it down, in that it makes your vision clear about your goals and helps you commit to your goals. **Indeed, telling others is an even bigger commitment than merely writing your goals down.**

**Think about it...**

Let's suppose you tell your family that you want to write an ebook. They'll probably ask you plenty of questions about your goals, which helps you focus on what you really want to achieve. But also, they'll probably ask you again in a few weeks or a few months. You just know they'll say something like, "How's that ebook coming along?"

**That's a good kick-in-the-pants motivator right there!**

But you need to be careful with this strategy because **if you tell the wrong people, this strategy could backfire.** Namely, if you tell "nay-sayers" and doubters about your goals, they'll come at you with so much negative talk that they could actually talk you out of your goals!

Bottom line: **ONLY tell your goals, hopes and dreams to those you know will absolutely support you.** ♦

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## Looking For High Performers? Why You Should Look In House First!

Dan Schawbel's latest research outlined in his "Hiring for Attitude" article says that companies are not getting high performers from the usual sources. They're hiring in what he calls the "Underground Job Market". Dan says companies now realize that identifying the company's superior performers is the best place to start looking for the attitudes and skills to fill present and future positions.



Using a different approach to the interviewing process, Dan says that "interviewers are listening to verb tenses and other grammar choices and then comparing responses to an answer key by which they then make an accurate determination about an individual's future performance potential."

TTI Atlanta agrees that an individual's attitude and communication skills are extremely important for companies to know and that old fashioned interview methods are not working, but believes that just listening to a candidate's verb tense and other grammar choices are not enough to accurately determine a person's future performance potential.

Highly validated and time tested assessment tools provided by TTI Atlanta offer an effective and accurate way to "Match Talent to Fit the Job". TTI's Talent Insights assessment report is ideal for recruitment and retention and effortlessly integrates the "Behaviors" individuals bring to the job and the "Motivators" that drive them to take action, make decisions and become "Superior Performers." ♦

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## How To Identify Individuals With Potential To Be 'Superior Performers'

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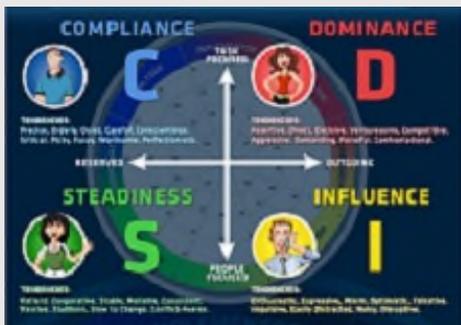
## Thought of the Month

*"We cannot change what we are not aware of, and once we are aware, we cannot help but change."*

Sheryl Sandberg, *Lean In: Women, Work, and the Will to Lead*

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## NOW AVAILABLE!



### DISC Training on TTI Atlanta Website

Whether you are just beginning to learn the DISC language or are a seasoned veteran, this 7 module DISC training video will provide information that will increase your knowledge of DISC, improve your communication skills, increase your ability to read the graphs, how to recognize and explain the three major conflicts ME-ME / ME-YOU / ME-JOB and how to effectively use the knowledge to improve relationships at work that will lead to a more engaged and productive employee.

At the end of the 7 Modules you will:

1. Know the history of the DISC language.
2. Know the benefits of applying a behavioral model.
3. Understand your own behavioral design.
4. Recognize, understand and appreciate others' behavioral designs.

The competencies, attitudes, and behaviors for which companies should hire are not abstract or based on a theoretical ideal, but rather are just the characteristics that separate high and low performers. For the past 30 years TTI Atlanta has been "Matching Talent to Fit the Job" using TTI's patented job benchmarking process, a company's internal superior performers called Subject Matter Experts (SME) to clearly define a potential candidate's attitudes, behaviors and competencies using highly validated assessments to produce an unbiased job template. The result is an evaluative report that analyzes a total of 41 separate areas, presented in the three sections below.



**Job Competencies Hierarchy (23 Areas)** This section presents 23 key job competencies and quantifies their importance to this specific job. Each job has a unique ranking of competencies, reflecting different levels of capacities required by different jobs for superior performance.

**Attitudes - Rewards/Culture Hierarchy (6 Areas)** This section clearly identifies the rewards/culture of the job, which defines its sources of motivation. It clarifies "why" and "in what kind of environment" this job will produce success.

**Behavioral Hierarchy (12 Areas)** This section explores the behavioral traits demanded of the job. The higher the ranking, the more important the behavioral trait will be to the job for stress reduction and superior performance. The results of each area are ranked on a scale, reflecting the unique levels of applicability and importance to the job. These rankings illustrate what is essential for this job to deliver superior performance and maximum value to your organization.

Southwest, Google, Apple, and The Four Seasons are all great companies and they all hire for attitude. Their high-performing employees live their attitudes every day and it's a big part of what makes these organizations so successful. But those companies' attitudes are very different from each other and couldn't successfully emulate each other's attitudes. Every company has to discover the competencies, attitudes and behaviors that make their organization unique and special. ♦

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## Developing Millennial Leaders

5. "People read" and interpret the High and Low side all four DISC factors.

**Get Started Now!!**

**[CLICK HERE](#)**

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## WHY YOUR COMPANY SHOULD USE ASSESSMENTS

The "Cost of a Bad Hire" is estimated to be 5 times the person's salary. Using TTI assessment reports can increase your chance of "Hiring Right the First Time" from 50/50 up to 93%.

Let us prove it by assessing your next candidate absolutely "**FREE**".

[CLICK HERE FOR YOUR FREE ASSESSMENT!](#)



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## ABOUT US

TTI ATLANTA has worked with Fortune 1000 companies and clients from the transportation industry, wealth management, law firms, advertising, education, franchises, real-estate services, banking, media, insurance, construction, hospitality, staffing services, property management, casinos, utilities, graphics, churches, credit corps, auto dealers, medical, and human resources.

Many companies have placed their focus on leadership, but at the same time, a lack of leadership continues to be a major challenge. If businesses are focusing on this issue, what is the problem?

### Short Sighted When it Comes to Building Leadership

One of the biggest problems that we see with training leaders, is the lack of long term commitment. A business wants to send their leaders to a few training events and hope for the best. Instead of developing a long term, continual plan, they invest a short period of time and hope for the best. In the Harford's 2014 Millennial Leadership Survey, Millennials said employers can most demonstrate their investment in them as a future leader by offering training and development (50%), a clear career path (35%), and ongoing coaching and feedback (34%).

It is important to make developing leaders a long term process. Consistency is key when it comes to training people in your organization.

### Companies Hone in on Few Versus Many

It is the natural tendency of companies to hone in on their top performers for leadership training. The problem with this approach, is that the team is weakened by lack of leadership exhibited across the board.

Instead of investing in just a handful, the leadership training should be expanded to include more staff. Developing the character traits of a leader are valuable for all of your team members.

### Programs Are Overall Weak

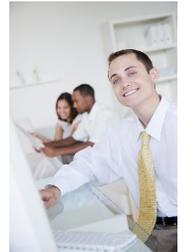
While many businesses say they have an emphasis on developing leadership, their strategies are overall weak. One of the largest problems is not holding their top level leadership responsible for identifying potential candidates to replace their position as they move up.

In addition to lack of accountability with top level leaders, the programs are not developed. There is little to no consistency with training and expectations.

### Re-Think Your Strategy

It is time to get serious about investing in our leaders. The strategy you've been using may not be what you need to stick with for the long-term. Using different resources and materials may be exactly what you need to reach your leadership goals.

Also, it is important to understand your own business and the needs of your company before developing your strategy. It will take a



Established in 1985 TTI ATLANTA has provided highly validated assessment reports and over 30 years of business expertise helping organizations nationwide select, hire, develop and retain their company's most important asset - PEOPLE.

[Learn More about TTI ATLANTA](#)

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collaborative effort from your team and your HR department to get your leadership development program in place.

It is vital that your HR department work to build an initiative that will develop leaders throughout the company. These efforts take time, energy and resources. However, it is worth it to the success of your business to have people in place that have these skills.

Leadership is a learnable skill and if we want the next generation to be great leaders, we have to teach them how to be great leaders. ♦

*If you have any questions about this article, or how we can help develop leaders in your organization, contact us today!*

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