

Subject: Are Interviews a Terrible Way to Hire?



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

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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
Rob Wilson, CFO



Assessment Report

Congratulations Dana - \$100 Winner of "TESTING YOUR DISC KNOWLEDGE"

An independent business consultant and a Certified Professional Behavior Analysis (CPBA), Dana answered 97% of the questions correctly and received a \$100 American Express Gift Certificate.

For those of you who would like additional training on DISC Behaviors and Motivators, please contact us at info@ttiatlanta.com to receive a password to TTI University for "free" video training sessions. Thanks to all of you who participated.

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Are Interviews A Terrible Way To Hire?

A personal interview has been the standard method used by companies for years and years, but according to Ron Friedman, a psychologist and author of "[The Best Place To Work](#)" says that interviews are a disastrous tool for gauging a new hires potential.



He believes that over 80% of candidates applying for a job "actually lie" during the interview process and the information obtained is suspect at best. If that is true and we believe research indicating that resumes are only about 17% accurate, then most interviews will not reveal a true picture of the candidate.

"We automatically jump to all kinds of erroneous assumptions about a candidate from their appearance," Friedman says. "Studies show we view good looking people as more competent. We perceive tall candidates as having greater leadership potential and we also tend to assume that deep-voiced candidates are more trustworthy."

To get a better idea of a candidate's potential, Friedman suggests that you "create a job audition" by designing job-relevant hands on assignments that reflect the type of work candidates will actually do if hired.

TTI Atlanta shares Mr. Friedman's view that candidates be required to demonstrate the technical skills their resume indicates, but achieving the goals of the job will require specific skill competencies, knowledge,



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

Get Started Now!!

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thought patterns, behaviors, motivators, certifications, experience and intelligence.

What Does it Take to Get the Job Done Right?

By using TTI's patented Job Benchmarking Assessment Solutions and a company's internal Subject Matter Experts. Over 55 job related factors are analyzed to create an ideal candidate form that "Lets the Job Talk" while keeping the process objective and free of personal bias. ♦

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Personal Motivators - Another View

Motivators are many times referred to as a person's values or attitudes. When a primary Motivator makes a decision, the person's "Behavior Style" jumps in to action exposing to others the behaviors that person feels are necessary in order to achieve the highest level of "Internal Personal Satisfaction" that can be achieved in the person's social or work environment.



Motivators Operate on Three Different Levels of an Individual's "Personal Value System"

ACTIVE - Motivators learned in an enjoyable manner, were responded to in a positive way and generally will be exhibited in the range from "Passionate to Extreme."

SUPERIMPOSED - Motivators that were interesting but not found to be personally intense and most likely to fall in a range from "Situational to Indifferent."

INACTIVE - Motivators that are being subdued have not yet matured and presently are being repressed. What person hasn't or doesn't have a "dream job" they think about, but likes food with their meals, so they

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!](#)



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,

are working at a job they hope is only temporary and a stepping stone to the future they dream about.

MOTIVATORS SUMMARY - Where Are You Now?

1. Some people are lucky and never have to repress their true motivators.
2. Some pursue satisfaction by finding jobs in vocational areas.
3. Some wait until they retire.
4. Some never satisfy their primary motivators
5. Motivators do not remain constant.
6. When satisfied a motivator no longer motivates.

TTI Atlanta's Workplace Motivators Assessment report identifies those driving forces behind the behaviors revealed in our DISC Behavior Assessment report and exhibited on a daily basis in a person's social and work environment. ♦

"The happiest and most productive people I know understand their own "Values" and "Behaviors" and aggressively pursue their satisfaction." -Tom Ritt, Behavior & Values Pioneer

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Finding Enthusiasm

One of the most elemental solutions for finding enthusiasm is to focus on the benefit you will derive from completing a particular task. In some situations it's easy to discover the benefit. For instance, you may hate wrapping presents, but you know the person you're giving the present to will be overjoyed when presented with this lovely paper-wrapped gift, and so you derive happiness from envisioning the recipient opening the present.



auto dealers, medical, and human resources.

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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Other circumstances will not have such obvious benefits. If you were to find yourself trying to change a flat tire on the side of the road in the middle of a storm, it would undoubtedly be difficult to find your silver lining. Under stressful circumstances, give yourself permission to think of the wildest benefit you can come up with. Perhaps you were on your way to an event you would rather not attend. In that case, your flat tire would give you the perfect excuse to turn around and go back home.

There is some good in every situation, whether it's in the form of a benefit or a lesson to be learned (Lesson One: Never drive with questionable tires through a storm to a party you didn't want to attend in the first place). You can harness the power of positive thinking by finding that good and exploiting it, no matter how small or insignificant it may seem.

If you're having trouble summoning enthusiasm for a particular task, try to seek out someone who enjoys doing that sort of thing and ask them to partner up with you. Like smiling, enthusiasm is contagious. If you spend some time observing another person's enthusiasm, some of it is bound to rub off on you.

If you don't know anyone who might be enthusiastic about what you're trying to accomplish, try going online to look up articles or blogs pertaining to the subject. Sometimes merely reading about someone else's enthusiasm can help you find some aspect of the task to enjoy, and get you through it with a minimal amount of stress, anxiety and dread.◆

If you have any questions about this article, contact us today!

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