


### Tip for an Enticing Job Posting

Nearly half of the jobs advertised online are open for more than 90 days and can cost more than \$400/month, so if you are going to invest the time and expense into advertising you need to make sure you are getting the most out of it. Approach your ad by putting the shoe on the other foot. Do not speak in terms of the job you want someone to do. Speak instead about why someone would want to do your job and how it plays an important role for the company.


Answer the candidate's main question:  
**What's In It For Me?**

### Sample Job Advertisement

Home
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Careers



## Receptionist

**Description**

We have an amazing opportunity for an experienced receptionist who thrives on being on the positive side of every day. We are centrally located just off the interstate, so your commute will be a breeze, and once you get into the office you will find a friendly group that really has each other's backs. This is a dynamic workplace, and the right candidate will provide important support to a management team as well as presenting a professional face for the company to the diverse clientele passing through the front doors every day.

**Skills/Responsibilities:**

- ➔ This job is ideal for someone with clear communication skills, both written and verbal. You may be called on to represent the company in various correspondence and email capacities.
- ➔ Excellent customer service on the phone and in person. You will greet all customers in a way that provides a welcoming environment as they enter the office.
- ➔ Basic office/clerical tasks including filing, data entry and use of office equipment such as fax machine/copier/printer.
- ➔ Working knowledge of Microsoft Office programs.

**Education/Qualifications:**


High school diploma required, If you have two to five years of experience in a strong customer service/reception position and love providing friendly helpful service to new faces every day, this is the job for you!

We have been in business for over 20 years and many of our first employees are still a part of our expanding family. This is a caring and supportive place in which to grow and thrive.



What's In It For Me?

Weave WIFM throughout the opening paragraph, skills/responsibilities and about the company sections of your ad.

	Job Title
<p><i>WIFM: Describing the job advert components is a way that appeals to people "what's in it for me."</i></p>	
<p><b>Opening Paragraph:</b> Describe an enticing job using your job marketing statements from the Marketing Your Opportunity Worksheet</p> <p><b>WIFM</b> What's In It For Me?</p>	
<p><b>Skills/ Responsibilities:</b> Avoid a list of must haves. Speak instead about pride and joy of getting to do this job.</p> <p><b>WIFM</b> What's In It For Me?</p>	
<p><b>Education/ Qualifications:</b> Do not be vague or overestimate.</p>	
<p><b>About the Company:</b> Establish employer credibility and culture.</p> <p><b>WIFM</b> What's In It For Me?</p>	



Candidate Name \_\_\_\_\_

Candidate Key Points: \_\_\_\_\_

Job Interviewing For \_\_\_\_\_

Interview Date/Time \_\_\_\_\_

Format + Contact Information for Interview \_\_\_\_\_

AppleOne Contact + Phone \_\_\_\_\_

### Break the Ice

Thank you for joining me today, your resume piqued my interest to meet you. How are you today? Are you ready for a good conversation? Just be yourself.

### Confirm Job Match

The opportunity is for someone to be doing \_\_\_\_\_. Let's go over the top five aspects of the position and how well they fit who you are:


This job opportunity needs someone that can do:	Describe how you've done something like this before:	Match? 0: no 1: mostly 2: yes	Deal Breaker Y/N
	DIGGING IN: •How often? •% of your time? •Who else worked with you on that? •Turnaround time? Tools/Processes used? •Challenges you encountered?		
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What are you most proud of doing?	DIGGING IN: •How often? •% of your time? •Who else worked with you on that? •Turnaround time? Tools/Processes used? •Challenges you encountered?		
What will you be remembered for at your recent employer?	DIGGING IN: •How often? •% of your time? •Who else worked with you on that? •Turnaround time? Tools/Processes used? •Challenges you encountered?		

### Trait Match

<b>Sense of Urgency</b>	1. Can you tell me about the last project you completed ahead of schedule? <span style="float: right;">What allowed you to beat your deadlines? When did this last happen?</span>
<b>Customer Service</b>	2. Can you tell me about a time you did something extra for a customer that you didn't have to do, but you did it because it would be better for the customer? 3. Can you tell me about a time you encountered an overly demanding customer or one that was rude to you?
<b>Work Ethic</b>	4. Can you tell me about a situation where your work ethic shined? 5. Can you tell me about a time you went the extra mile when you did not have to?
<b>Reliability</b>	6. When we check references, what percent of the time, in a year, will they say you were reliable?
<b>Teamwork</b>	7. Can you tell me about a time you worked on a team? <span style="float: right;">What was your role on the team? What did you contribute?</span> 8. Could you tell me about a time you got tough feedback from a supervisor or boss?
<b>Proactive</b>	9. Can you tell me two or three things you did last year to improve a process, save time, or save money? 10. What recognition or awards have you earned?
<b>Emotional Intelligence</b>	11. What would you say was your biggest failure? <span style="float: right;">What did you learn from that?</span> 12. Have you ever had a negative impact on someone? 13. Can you tell me about a time when you were assigned a task, but didn't know how to complete it? 14. Can you tell me about a time you experienced professional growth?
	Q:            A:

### WIFM

#### Confirm Candidate Priorities Match:

<p>At this point in your career, what are your top priorities in any next job you take? (ex: pay, career, culture, make a difference)</p>	<ul style="list-style-type: none"> <li>▪ We may have the right role for you because we match your priority to __ by:</li> <li>▪ This role may be a good fit because based on your priority __ we have:</li> <li>▪ You mentioned __ was a priority, that's good because we also:</li> </ul>
<p>DIGGING IN: What does that look like? Why?</p>	
<p>DIGGING IN: What does that look like? Why?</p>	
<p>DIGGING IN: What does that look like? Why?</p>	

What do you think it would be like working in an environment/for a company like ours?

#### Closing - Put the Ball in Their Court:

What questions do you have for me?

If you are interested in continuing the interview process, the ball is in your court to reply to your recruiter with a description of why you are the right person for the job.

This was a good conversation today on my end. Thank you for your thoughtfulness.

# 30-day Check-in Interview



Name \_\_\_\_\_ Date \_\_\_\_\_

*You've been with us for about 1 month now, so I just wanted to check in and see how things are going.*

What has been the highlight of your first month?

What excites you when you think about coming to work?

Is the role what you thought it would be?

Is the training and activity pace right for you?

What are the 2-3 primary challenges you are experiencing?

On a scale of 1-5, 5 being the best, please rate your level of confidence so far:



What would allow you to do the best work of your life here?

What support or feedback can we provide?

If you were trying to recruit somebody into our company, what would you tell them about why this is a great place to work?

Is there anything else that is important to you that we didn't cover in this meeting?

# Client Benchmarking

## TEAM SNAPSHOT

Leader _____	Location _____	Company _____
Date _____	Department _____	DAE _____

*To be used by employers to inventory their key talent as a means to respond to unfortunate turnover hiring and by the Hiring Advisor in preparation for hiring key talent faster.*

### SUPERSTAR TRAITS AND CHARACTERISTICS

<input type="checkbox"/> Area and causes of the most turnover:
<input type="checkbox"/> What are universal "must-haves":
<input type="checkbox"/> What are the characteristics or traits of your best people:
<input type="checkbox"/> What benefit do those traits bring:
<input type="checkbox"/> Any companies you typically hire from:
<input type="checkbox"/> Your interviewing format and style:

### DISQUALIFIERS *(Find out if jaded from a bad hire or a real disqualifier)*

<input type="checkbox"/> Any disqualifiers (traits, hard skills)	<input type="checkbox"/> % of time used/experienced	<input type="checkbox"/> Why
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### TEAM PROFILE

Key Position _____ Why _____ Next Career Step _____	Salary Range/Competitive _____ FT/PT/Temp/Seasonal _____	Experience Required _____ Skills Required _____
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--	---	--

Key Position _____ Why _____ Next Career Step _____	Salary Range/Competitive _____ FT/PT/Temp/Seasonal _____	Experience Required _____ Skills Required _____
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# Client Benchmarking

## JOB SHADOW

Leader _____	Location _____	Company _____
Date _____	Department _____	DAE _____

To be completed with each key position employee in a comfortable one-on-one and job shadowing situation.

### JOB SUCCESS ATTRIBUTES

Title/Job when joined company, career path to this position, years tenure:

What are the top five skills and traits you bring to this position that you find make you a key player?

What is the #1 contribution you make to the company and what benefit does that bring them?

### CAREER PERSPECTIVES

What do you enjoy most about your job, anything you'd love to be given to do?

What do you enjoy least about your job, anything cause backlog?

What team member traits and characteristics do you work best with? Least with?

Notes about work environment and why people would want to do the job and work there:

### JOB PROFILE

On a scale of 1-5 (5 is best), how would you rate your ability to meet your job deadlines?  
Why/How:

Software used and productivity levels per day and week:

Weekly tasks

Task	% of the week	Time Management (times of day, days, what doesn't work)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Project oriented work, seasonality, for whom:

Who else do you work for, who do you work with on your team, and in other departments:

Describe your way of organizing your tasks:

Busiest days or times of year and why:



## SUSTAIN LONG-TERM EMPLOYEE ENGAGEMENT WITH EFFECTIVE RECOGNITION

*79% of 'Resignation' related Turnover stated it was based on a lack of recognition.*

*Employees Surveyed with High Morale yielded a productivity  
Return-on-investment of 8.7 –vs- 2.4 with average morale.*

A complete recognition program blends frequent, spontaneous recognition with longer-term, more formalized forms of recognition. This allows you to reward desired behavior in the moment while also highlighting continued progress and milestones.

### FOUR FORMS OF RECOGNITION

- 1 CULTURAL (DAILY/WEEKLY)**
  - a. Informal/spontaneous
  - b. Examples of company/team priorities to recognize: completion of assignment, contributing an idea, being proactive
  - c. Ideas for recognition: Low cost / High touch: thank you cards, early day, team awareness, verbal kudos, inclusion on projects that build desired experience or tap into existing subject matter expertise
- 2 EXCEPTIONAL PERFORMANCE (MONTHLY/QUARTERLY)**
  - a. Semi-formal – recognize in the moment, but establish a plan to create opportunities for this type of recognition on a monthly or quarterly basis
  - b. Examples of company/team priorities to recognize: exceeding goals, going above and beyond expectations, beat your best
  - c. Ideas for recognition: trophy, newsletter/executive accolades, 30-day visibility, monetary gesture (gift card), team ceremony
- 3 CAREER MILESTONES (ANNUAL)**
  - a. Formal
  - b. Examples of company/team priorities to recognize: work anniversary
  - c. Ideas for recognition: certificate/souvenir, email blast to regional audience, team celebration
- 4 TEAM/COMPANY MILESTONES (ANNUAL)**
  - a. Formal
  - b. Examples of company/team priorities to recognize: meeting team goals, anniversary of company's founding
  - c. Ideas for recognition: personally thank each team member and highlight their contribution to the achievement to help them feel part of something bigger, formal event celebration, high energy, high touch, company-wide visibility

### SEVEN MUST-HAVE RECOGNITION INGREDIENTS TO ACCELERATE TO HIGH ENGAGEMENT

1. **Reinforces** the company's goals and priorities
2. **Proportional** to the achievement
3. **Timely** in presentation
4. **Visible** to others
5. **Sincere** gratitude expressed
6. **Specific** details of achievement given
7. **Personalized** to the priorities or interests of individual

# Employee Recognition Plan



## STEP 1

Learn what matters to your team.

Employee Names:							
Work Anniversary							
Birthday + Y/N like to celebrate							
Interests/Priorities							
Recognition Ideas							

## STEP 2

Align your company/department priorities with your team's priorities to ensure an effective engagement accelerator.

Recognition Type	Priority worth recognizing	Personalized form of recognition	Frequency-Timing?	How delivered? (Informal? Formal?)	How automate for consistency?
Cultural					
Daily					
Weekly					
Exceptional Performance					
Monthly					
Quarterly					
Career					
Annual Milestones					
Team/Company					
Annual Milestones					

## STEP 3

Ensure seven must-have's.

- Reinforces Priorities?
- Timely?
- Specific?
- Sincere?
- Proportional?
- Visible?
- Personalized?

# Client Work Style & Culture Questionnaire

Leader _____	Location _____	Company _____
Date _____	Department _____	DAE _____

Experts have found that employee satisfaction, longevity, and performance rely on organizational fit more than skills to do a job. Our process includes culture, work environment, and values to improve our ability to find organizations and opportunities where you will thrive.

## 1 CULTURE

Select the top seven words that best describe the key attitudes and aptitudes of your unit's culture

<input type="checkbox"/>	Outgoing/energetic	<input type="checkbox"/>	Flexible/adaptable	<input type="checkbox"/>	Focused/serious
<input type="checkbox"/>	Professional	<input type="checkbox"/>	Work-life balance	<input type="checkbox"/>	Fun loving/humorous
<input type="checkbox"/>	Collaborative/teamwork	<input type="checkbox"/>	Positive/upbeat	<input type="checkbox"/>	Creative/innovative
<input type="checkbox"/>	Process oriented/structured	<input type="checkbox"/>	High productivity	<input type="checkbox"/>	Aspirational/goal oriented
<input type="checkbox"/>	Approachable/confidential	<input type="checkbox"/>	Empathetic/fair minded	<input type="checkbox"/>	Service oriented/helpful
<input type="checkbox"/>	Proactive/forthcoming	<input type="checkbox"/>	Competitive	<input type="checkbox"/>	Intellectual/information driven
<input type="checkbox"/>	Technology influenced	<input type="checkbox"/>	Active in the community	<input type="checkbox"/>	Passionate/engaged

## 2 WORK ENVIRONMENT

Select the best feature for each of the six categories that best describes your work environment

Volume		Pace		Interaction	
<input type="checkbox"/>	Noisy	<input type="checkbox"/>	Fast paced	<input type="checkbox"/>	Regular face-to-face interaction
<input type="checkbox"/>	Quiet	<input type="checkbox"/>	Moderately paced	<input type="checkbox"/>	Infrequent face-to-face interaction
Space (Pick 1-2)		Autonomy		Phone	
<input type="checkbox"/>	Work remotely	<input type="checkbox"/>	Work self-directed	<input type="checkbox"/>	Frequent inbound phone
<input type="checkbox"/>	Individual cubicle	<input type="checkbox"/>	Work in groups/Collaborative	<input type="checkbox"/>	Frequent outbound phone
<input type="checkbox"/>	Open floorplan	<input type="checkbox"/>	Hands-on supervision	<input type="checkbox"/>	Infrequent phone interaction
<input type="checkbox"/>	Own office	<input type="checkbox"/>		<input type="checkbox"/>	

# Work Style Questionnaire

Leader _____	Location _____	Company _____
Date _____	Department _____	DAE _____

### 3 VALUES

List the top 5 values you look for in an organization and rank them in order of emphasis:


### 4 COMMUNICATION & LEADERSHIP

Preferred frequency of:	None	Weekly	Monthly	Quarterly	Annually
Supervisor 1-on-1's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team Meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earn Awards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 5 PROFESSIONAL DEVELOPMENT

- Training & professional courses
- Tuition reimbursement
- Formal onboarding and/or mentoring program