

# Improving Results

November 2010

Volume 7 Issue 11

*By Facing Our Challenges, We Discover Our Potential*

**STRATEGIC SOLUTIONS 510-432-7596**

## *Deciding Where To Sit*

**Y**ou enter a room to attend a meeting. Two seats are empty. One would put you on the same side of the table as your opponents and your boss. The other would put you across from them. Which do you head for?

### *Suggestions:*

✚ **Think opposite.** The power positions are *opposite* your competition or chief decision maker. Don't sit on the same side of the table or next to someone you want to influence. *Reasons:* You can't make appropriate eye contact. You also nullify the benefit of facial and hand gestures. It doesn't matter if the table is square, rectangular, oval, or round. Sit opposite.



✚ **Consider table "weight."** If there's too much contention on one side of the table — you and your opponent — table weight is unbalanced. The meeting leader may silence your side of the table just to get the other side involved. In addition, you may lose some opportunities to press your points.

*"The main ingredient of stardom is the rest of the team."  
~ John Wooden*

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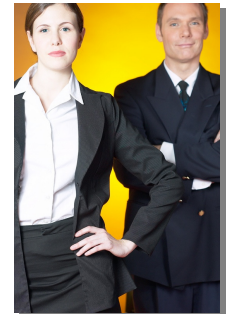
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## *How To Accurately Measure Talent*

**I**n order to inform and support the success of both your selection and retention processes, you must accurately measure the talent of every candidate and employee in your organization. By accurately measuring talent, you are able to ensure that you successfully match the best talent to the job you hire them for. This way, company managers will be able to know the key factors which will enable them to successfully motivate, manage and develop the talents of each individual.

Moreover, accurate talent measurement also ensures that jobs are performed at superior levels. This is because teams are able to work much more effectively and profitably. Talent measurement will also enable each individual to understand their strengths and challenges, and therefore learn how to best adapt to the work environment.



Accurately measuring talent also ensures that talent is properly identified, developed, and allowed an opportunity to succeed on an ongoing basis.

In order to accurately measure talent, you need to conduct interviews which will truly reveal what you want to know about the particular candidate. For this you will first need to conduct tandem interviewing, as well as include arranged reference calls. Keeping in mind the saying that "the best predictor of future behavior is past behavior," be sure to also ask questions based on the past behavior of the candidate during the interview itself.

During selection, you need to have clarity on the job benchmark and what the position essentially requires.

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# One Minute Ideas

## Customer Service

An article in the Harvard Business Review July-August 2010 issue tells us why we should stop trying to delight our customers. In a study of more than 75,000 people, the Customer Contact Council found that loyalty is not built by delighting customers. Rather, loyalty is created by reducing the work customers must do to get their problem solved.

So, if a company can act deliberately to make it easy to solve their customers' problems, they will improve customer service, reduce customer service costs and decrease customer churn. Why don't you make this a topic of your next staff meeting and get ideas from the front line receivers of complaints as to how to smooth the process for your customers?

# satisfaction guaranteed



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This will enable you to have a comprehensive picture of how the performance of the individual will compare to the job requirements. Such information will enable the recruiter to ensure that there is minimal bias during the selection process; that there is consensus within the company as to what the performance of the candidate will be measured against as they do their job, as well as ensuring that all expectations on the candidate are measured and they are not expected to be superman or superwoman.

In order to ensure that the individual will be able to meet all the benchmarks of the job, you need to measure the following 3 facets of talent:



- **Behavior or the behavioral traits of the individual** – This involves evaluating how the candidate does their job. In order to evaluate this, you need to factor in various aspects of their job requirements such as whether the job entails data analysis, frequent interaction with other people, as well as the levels of competitiveness that go with that particular position.
- **The individual's attributes or core skills** – You need to understand what capacities the candidate will bring to the job. In order to find a perfect match, you will need to take into account whether the position requires a capacity for results orientation or accountability for others.
- **Motivators and rewards** – For this you will need to understand what motivates the candidate, and why they do the job. You therefore need to know beforehand whether the job rewards a passion for ROI or whether it rewards a passion for knowledge.

We have the tools necessary to accurately measure all of these areas for each candidate, employee, and the requirements of these for the job itself.

**Contact us today!** (510) 432-7596 or e-mail [hsullivan@stratsolutions.net](mailto:hsullivan@stratsolutions.net)

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## Imagination

Seeing all possibilities, seeing all that can be done, and how it can be done, marks the owner of imagination. Your imagination stands as your own personal laboratory. Here you can rehearse the possibilities, map out plans, and visualize overcoming obstacles. Imagination turns possibilities into reality.



We are told never to cross a bridge till we come to it, but this world is owned by those who have "crossed bridges" in their imagination far ahead of the crowd.

~ Speakers Library

*"If you have made mistakes, there is always another chance for you. You may have a fresh start any moment you choose, for this thing we call "failure" is not the falling down, but the staying down."*

~ Mary Pickford

