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QUICK BUSINESS TIPS FOR INCREASING THE PROFITABILITY OF YOUR BUSINESS

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Two Traits Hiring Managers Look For During Interviews

Hiring managers look for similar things when interviewing candidates. However, there are some traits they look for and they don't even realize it themselves. Job seekers need to understand this in order to interview well and be seen in the best light.

Hiring Managers are Only Human

A company's hiring manager is often quite skilled in the recruitment process. However, at the end of the day, they are only human like the rest of us. This means that they are prone to making snap judgements and assumptions.



Interviewers usually start the conversation by getting to know you and then assume they have you all figured out. Most people call this their gut feeling. One psychological study has shown that this feeling comes down to these two things:

- ✓ Warmth: Do I even like you?
- ✓ Competence: Are you any good at what you do?

Four Categories

Hiring managers are no exception to this line of thinking. In fact, the study says that they box people into these 4 categories:

- | | |
|-----------------------|-------------------------|
| 1. Warm and Competent | 3. Warm and Incompetent |
| 2. Cold and Competent | 4. Cold and Incompetent |

Warm and Competent

In order to get the job, you should try and fall into the warm and competent category. Hiring managers will see you as pleasant and think you'd be great to work with.

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*"Treat employees like they make a difference and they will."
~ Jim Goodnight*

How To Bridge The Soft Skills Gap

As more and more young people come into the marketplace, the larger the soft skills gap becomes. There is no way to avoid hiring individuals that lack these skills. Instead of limiting your hiring radius, build soft skill training into the culture of your business.

Determine What Soft Skills Are Most Important:

There are some soft skills that you will want to be especially honed in your employees. Identify what these skills are and work with employees on these areas.

When you know what needs to be focused on, it will help you to implement training programs that will increase your team member's soft skills.



Help Team Members Understand The Importance:

People will get behind ideas and processes that they understand and believe in. Explain to your staff that these soft skills are not only important to the business, but will be beneficial to the individual. When your employees understand that you are teaching them skills that will carry them through their careers, they will be more vested in learning.

Get Active Participation From Employees:

In an age where you can get online and Google how to do just about everything, the younger generation is used to self-learning. Get them involved with coming up with valuable training programs and speakers that will teach what they are in need of.

It is important that you allow them to bring some of their own creativity to the process. This simple idea alone will help bridge the soft skills gap.

Give Opportunity For Hands On Experiences: Part of the learning process is to give people hands on training experiences. Pair your untrained employees up with those more skilled in these areas.

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One Minute Ideas

Tips For Conducting Better Training Meetings

As a team leader, conducting a productive training is challenging. Your training meeting must be informative, relevant, open for participation, fun, and motivating.

Here are some suggestions for making your meetings more effective:

Treat all of your team members as knowledgeable – Appreciate their experiences and their opinions.

Do not lecture – How boring! Make the meeting a participatory experience for everyone. Ask questions and allow them to participate in the discussion.

Don't just read what's in the training manual – Team members can read it themselves. Your job is to expand on the subject and provide clarity of the information as well as to explain how it applies in your company.

Be prepared for the training meeting – You should know ten times more about the subject than your participants. Give yourself plenty of time to research and validate the information. ❖



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Warmth and competence judgments are not conclusive evaluations but simply one's perceptions. We can't change everything about our personality and who we are; however, we can influence how others perceive us.

How to Get the Job

Job seekers can get hired by appearing warm and competent. They can do this by focusing on using specifics, practicing self-awareness and taking a step-by-step approach.

In order to use specifics, you'll want to bring your examples and stories to life using details. You'll be seen as more conversational and less boring.

Try to have self-awareness about yourself and exemplify that you know you're human and not perfect. Don't get so salesy about yourself that the hiring managers sees you as one with an inflated ego. Remember you want to be warm and likeable.

Focus on being warm and competent. You'll seem more real, engaging and likeable which will help as they consider your application. ❖

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Allow them to shadow the stronger staff members to see exactly how to use the soft skills they have been learning.

Once the team member has walked alongside a mentor, they need to be given the chance to do it on their own. At first, they need to be shadowed by the more knowledgeable staff member. When they are ready, they can be turned loose to use their new skills.

Reward Model Behaviors in The Company: When employees are found modeling the behaviors that support the company culture, they should be rewarded. With a reward system, you will encourage compliance amongst the rest of the staff.

Be prepared to implement soft skill training for your team members. This is a positive way to build a greater unity in the company. The more your staff learns together, the more unified they will become. ❖

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