

5 ways to hire good, long-term employees

By Monica Wofford

Hiring is a tricky process. Finding the right person for the job can be a complicated gamble.

Many job candidates go to “interview school.” They have the answers to all of the common questions, such as “What are your weaknesses?” and “Why did you leave your previous job?” You have to look deeper than these typical questions.

The next time you hire an employee, take the time to find the *right* person. To do this, ask the right questions, listen carefully, and hire for attitude instead of for skills.

Here are five practical tips to help you.

- **Pay attention to the past.**

Experience can be good. But, it can also be a barrier to doing work as you would like it done.

Consider, for example, a candidate who has worked for a competitor for 10 years and received formal recognition for her work. Will she challenge you when you want her to do something different from what she has done in the past?

An applicant who has no applicable experience, but has a good work ethic, wants to learn, and loves customers, might require less training and meet your expectations better than someone who has worked in the same type of job for years.

- **Ask applicants to tell you a story.** Asking closed questions in an interview limits creativity and gives candidates a 50 percent chance of getting the right answer. Do you only want a 50 percent chance the person you hire will stay and be productive?

Open up your questioning. Ask candidates to tell you a story. In your interview, for example, direct them, “Tell me about a time when you and a co-worker successfully completed a project from scratch in which you were given limited direction and no organized resources.”

Listen to the story for hints on how they prefer recognition, get along with others, share credit with co-workers, or bad-mouth their bosses. Also, “listen” to their body language and for creative storytelling.

- **Assign a task in the interview.** Don’t ask routine interview questions; ask candidates to do the job for you.

For example: If you are looking for a front-desk clerk, set up a role-play situation in which each candidate has to field two ringing telephones while dealing with a “patient” who loves to talk and can’t find his insurance card.

Give the candidate instructions on the type of information he or she should get. See how well the role play goes.

LEARN TO LISTEN

When you interview job candidates, it’s easy to fall into the trap of listening for things you want to hear and not hearing things that could make a difference in your hiring decision.

Consider, for example, this applicant for a front-desk position. Her resume is excellent; she has the experience you are looking for. In the interview she tells you:

“Yes, I have a great deal of experience in running a front desk. In fact, I have already told all of my friends to only call on the main line when you are out of the office.”

The applicant has experience, but did you catch the phrase, “I have already told all my friends to only call on the main line when you are out of the office”? The casual comment suggested a great deal about the applicant’s work ethic.

- **Hire for attitude instead of skill.** You can teach skills, but you can’t fix an attitude.

If you are hiring a customer-service person, hire a go-getter with a love of people and high self-esteem, not necessarily someone who has worked a front desk or phone bank for years.

- **Look for passion.** Passion makes the difference between someone who does a job and someone who does a job extraordinarily.

After you have asked your standard questions and

CONTINUED ►

tested for the skills you need, check out the passion of the person you are considering.

Sometimes passion is apparent; the person lights up when he talks about his former jobs and his accomplishments. Other times you may have to dig deeper to find out if the candidate has a passion for the job. Ask a simple question, "What is it that lights your fire? What is it that you love to do?"

For example: Dr. Smith was hiring a front-desk person. A candidate she was seriously considering answered her questions with ease, and the candidate's background suggested she had the attitude to make a great front-desk clerk.

Yet, when Dr. Smith casually said, "What is it that you absolutely love to do?" the candidate looked her straight in the eye and said "I love to work with figures. Numbers turn me on."

Dr. Smith hired her — but not as a front-desk clerk. She now has a great bookkeeper. ☺



Monica Wofford is a nationally known trainer, author, and coach. The author of Contagious Leadership and Contagious Customer Service, she inspires audiences to produce results. She can be reached by phone at 866-382-0121 or through www.monicawofford.com.

Quick Tip

A themed approach to marketing

Choose an appropriate monthly theme and be sure to think about what is on the minds of your patients at that time of year, for example, losing weight after the holidays. Along those lines, conduct a seminar of the month and offer nutritional supplements with a related theme. You should also feature a wellness activity of the month for the public and announce your event to the local press. Recommending related reading materials for your patients and staff will increase their wellness knowledge and acts as a constructive conversation piece for future visits. This integrated approach educates your patients, creates bonding opportunities with staff and patients, and makes your practice more visible in the community.

— Susan Hoy, www.beefitup.net

GIVE YOUR PATIENTS THE SUPPORT THEY NEED OUTSIDE OF YOUR OFFICE



ANTHONY ROBBINS INNER BALANCE®

To help others achieve an extraordinary quality of health, Anthony Robbins has teamed up with former Harvard Nutritionist Dr. Stacey J. Bell, D.Sc., to create Inner Balance®, a revolutionary line of health products that will help revitalize, restore, and rejuvenate your physical well-being. Not only are most Inner Balance® products dairy-, yeast-, hormone-, peanut-, and gluten-free, they're also free of artificial colors and flavors, mostly suitable for vegetarians, and made with 100% organic ingredients from pure food sources.

Call 800.397.6182 TODAY to learn more about carrying Anthony Robbins Inner Balance nutritional products at your practice, and give your patients the opportunity to extend the effects of your care and experience vibrant physical health!

www.TonyRobbins.com



Call 800.397.6182 today to learn more about carrying Anthony Robbins Inner Balance nutritional products.

CIRCLE 155 FREE INFORMATION