



VALUES-BASED HIRING

Finding and Retaining the Right People for Your Organization

Again and again, the best performing profit and non-profit companies focus on culture.
Built on values.

WHY DO PEOPLE DO WHAT THEY DO?

- Design: How they do it
- Values: Their motivation



"WE ARE DRIVEN BY
THOUGHTS AND BELIEFS, AND
THIS IS THE GREATEST
PREDICTOR OF HOW
SOMEONE WILL MOVE IN HIS
OR HER CAREER PATH!"

David Naylor
V.P. Global Learning and Development,
2logical



LEADERSHIP SCIENCE

- Maslow's Hierarchy of Needs: People want self-actualization
- Empathy is the "crown-jewell" of leadership (you are leading people)
- People want to contribute to the greater good/be significant
- People want to grow - especially according to their design

PEOPLE.VALUE. GROWTH.

Remember, you are leading PEOPLE, who want to be valued and contribute value. They also want to be a better version of themselves. Book: Help Them Grow or Watch them Go.

THE NEED FOR VALUES-BASED HIRING

- You can't create a thriving culture without focusing on *values.
- A thriving culture keeps employees and volunteers.
- A thriving culture gets results.
- A thriving culture attracts talent.

*The leader's values are the most important values

THE BENEFITS OF VALUE-BASED HIRING

- Positive, Progressive, & Healthy Work Environment
- Improved Productivity (2-4x more productive!)
- Better Staff Morale
- Decreased Turnover
- Stronger Engagement and Sustainability

WHY DO PEOPLE DO WHAT THEY DO?

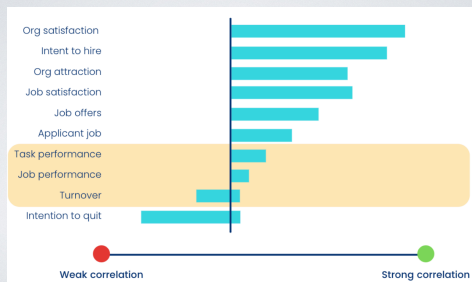
- Design: How they do it
- Values: Their motivation

When people live their design according to their motivation =

A THRIVING CULTURE



IMPACT OF "CULTURE FIT"





STEP 1

Determine & Define Your Values

BREAK-OUT GROUPS

1. State your top 5-6 Personal and Corporate Values
2. Offer a 1 Sentence Definition for Each Value
3. Evaluate and invite other perspectives.
 1. Do your personal and corporate values align?
 2. How clear are your definitions?
 3. How can these values work for/against you?

QUESTIONS?

- You have just completed step 1 in values based hiring. Identify and define your values.





PIT-STOP

10 minute break

VALUE BASED HIRING

Define values ✓
Write a job post
Gather intel
Create an Experience, not an Interview



GATHER INTEL

- Use assessments: CliftonStrengths, DiSC, MBTI, Big5, Birkman, Enneagram, Skill Tests, Sample assessments, Cognitive or Behavioral assessments, Situational Judgment assessment
- Pre-interview Questionnaire: create your own survey to gather info



CREATE AN EXPERIENCE, NOT AN INTERVIEW

- Ask questions structured around company values
- Role-Play
- Group Exercises



Lencioni: the Advantage

Synek? Japanese Co. hires for life

Kouzes & Posner: The Leadership Challenge

THE VALUE-BASED JOB POSTING

- Values are central to content: Put them first!
- Connect values to the job itself - they must correlate
- Write a post that embraces diverse people groups
- Be consistent: every job post includes values, ditto website, etc.

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SHACKLETON'S (APOCRYPHAL) JOB POSTING

MEN WANTED

for hazardous journey, small wages,
bitter cold, long months of complete
darkness, constant danger. Safe re-
turn doubtful, honor and recognition
in event of success.

Ernest Shackleton 4 Burlington st.

SAMPLE JOB POSTING

Marion County Youth Advocates: Social Media Communication Specialist

Justice. Advocacy. Growth. Do Good. Be Great.

Do what you love to do as you make the community a safer, healthier place for youth. IYSA offers growth oriented people who want to have a positive impact on youth the opportunity to work with like-minded, enthusiastic, supportive people. As a Social Media Specialist, you play a vital role as a spokesperson for MCYA. You will be responsible to increase community awareness of MCYA programs and advocacy. Skills: written communication, social media, graphics, marketing background preferred. Salary: \$35,000

Hypothetical company job post.

SAMPLE VOLUNTEER POSTING

Marion County Youth Advocates: Social Media Communication Specialist

Justice. Advocacy. Growth. Do Good. Be Great.

Do what you love to do as you make the community a safer, healthier place for youth. IYSA offers growth oriented people who want to have a positive impact on youth the opportunity to work with like-minded, enthusiastic, supportive people. As a Social Media Specialist, you play a vital role as a spokesperson for MCYA. You will be responsible to increase community awareness of MCYA programs and advocacy. Skills: written communication, social media, graphics, marketing background preferred. Estimated time commitment 5 hours per week. If you are ready to be the best version of yourself as you strengthen the community, we want to talk with you.



STEP 2

Write a Job Post

QUESTIONS?

- You have just completed step 2 in values based hiring. Write a values based Job post.



THANK YOU!



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