



EntrepreNEWS

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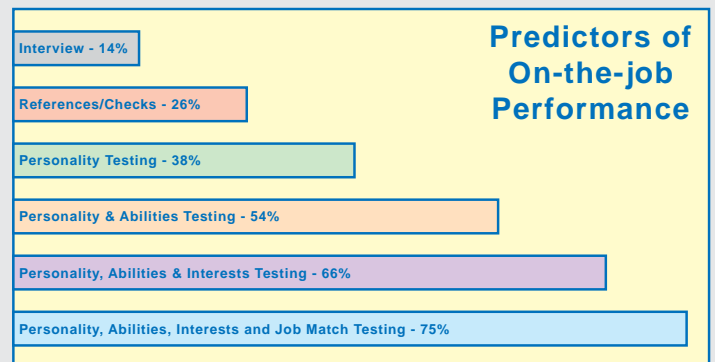
Fall, 2003

Put the Right People in the Right Job

If all you use to hire a new employee is a resume and an interview, your chances of getting the right person in the right job are one out of seven or 14% - not a very good batting average. This approach to hiring, however, is still the one being used today by most employers. According to a recent study, only one-third of employers in the U.S. are using any kind of occupational testing. Two-thirds are using resumes and interviews to make their final candidate selections. An article which appeared in *HR Magazine*, published by the *Society for Human Resources Management*, several years ago, tells us that this practice was developed in England in 1917. We have been using this practice for over 85 years. The obvious question is: Isn't it about time for a change? The obvious answer is yes.

Let's take a look at what you can add to the process to increase your chances of getting the right person in the right job. First of all you can add reference checks. You don't always learn a lot from a reference check, but it does give you more information and increases your chances for selecting the right person. If you look at the chart above it raises your chances to 26%. The second tool you can add is personality testing. This adds some soft measures to the hard measures (background, training, experience, and education) found on the resume. By doing this you increase your chances to 38%. If you add abilities testing, you raise your chances of getting the right person to 54%. Now, if you add job interest testing, you raise the bar to 66%. Finally, when you add job match testing to the total process, you increase your chances of getting the right person in the right job to 75%. This is not a perfect system. However, I'm sure that you will agree that three out of four or 75% is a much better batting average than the one out of four we started with. Therefore, my suggestion to all employers, both large and small, is to add all of the elements shown above

Use All of Your Resources to Hire the Right People



Data have been compiled from a variety of sources to estimate the significance of each phase of the hiring process in the selection of people who will become successful, competent, productive employees.

Sources: Professor Mike Smith, University of Manchester, August 1994; John E. Hunger and Ronda F. Hunger, Validity and Utility of Alternative Predictors of Job Performance, *Psychological Bulletin*, Vol. 96, No. 1, 1984, p. 90; Robert P. Tett, Douglas N. Jackson, and Mitchell Rothstein, Personality Measures as Predictors of Job Performance: A Meta-Analytical Review, *Personnel Psychology*, Winter 1991, P. 703. Michigan State University's School of Business.

to their hiring process to insure that they get the right people in the right job the first time.

The flip side to all of this is: "If you make a mistake in hiring, and you recognize and rectify the mistake within six months, the cost of replacing that employee is two and one-half times the person's annual salary." This is according to *Dr. Pierre Mornell* in his book: *45 Effective Ways of Hiring Smart*. In other words, the wrong person earning \$40,000 will cost your company \$100,000 after all is said and done. And this doesn't consider the emotional costs. Any way you look at it, hiring the right person in the first place is paramount.

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Selecting a Computer Workstation



Business today requires a computer! Accounting books, email communications, internet research, and contact management are all business functions that require a computer system. Indeed, I can't imagine how business was done before the advent of PCs. So the selection of a personal computer is a major decision that can have far-reaching ramifications on your business success.

It is very easy to drown in all the technical jargon and choices that face us today. Processor speeds, RAM, CD-RW, DVD, wireless or cabled networking... the list goes on and on! A perusal of newspaper ads or mail-order catalogs will typically generate more questions than answers... unless you have a plan!

As a computer purchasing agent for Conoco/DuPont, I often had executives come to me with lists of configurations for their new computers. "This speed cpu... this much RAM... the hard drive must be this big!" They were developing these specifications from what was available... not from what they needed.

It's easy to look at a catalog or store shelf, and decide that the best computer is the fastest one available, but this type of decision-making leads to waste. You'll spend more money for less return on your investment. Or you'll focus on one aspect of the computer, and neglect the others that would benefit you more.

Here's a simple methodology a business owner can use when selecting a new computer system:

- Evaluate the **software** you currently run, and determine your hardware minimums and optimums
- Evaluate your situation and determine your computing **style** (i.e., mobile computing or desktop-based)
- Evaluate your **data-storage** needs, current and future, and set your minimums from that

- Evaluate your **information input/output** requirements (do you need to burn CDs or accept photos from a digital camera?)
- Evaluate your plans for **growth** and the future, and look at systems that can "grow" with you
- Evaluate your **disaster prevention/recovery** plans and determine needs for compliance

Every day, I see businesses that have spent fortunes on PCs that are far more powerful than they need... but have the wrong peripherals! They buy the fastest workstations they can get, and end up with small hard drives that fill up too soon, or slow CD drives that affect their productivity. Look at your needs, not what is on the shelf.

It's easy to get sucked into the quagmire of computer specifications, but when you have a clear idea of your minimums, you'll know immediately if a system is right or wrong for you. Talk with your peers and associates who have similar computing requirements and ask their opinions. See what complaints and weaknesses they perceive in their current systems. Spend some time with a consultant on the front-end... it'll save money and grief on the back-end.

Joe Wolf, President of Wolf Computer Networking Ltd., holds numerous professional and manufacturer certifications. Among these are Microsoft Certified Systems Engineer, Microsoft Certified Trainer, Cisco Certified Network Engineer, Certified Novel Administrator, and CompTIA's A+ Technician rating. Joe is a controlling partner in Wolf Computer Networking Ltd. Co., which delivers network services and consulting to small and medium businesses.



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What is a Real Estate Consultant?

One of the potential problems when one needs real estate services is the selection of the wrong agent. All agents are not alike. There are agents that “show and tell” without consideration for the client’s needs and motivation. These agents will take a listing at any listing price or encourage a buyer to buy a home that stretches the buyer’s reasonable financial capability. These are “win-lose” situations. The client is the loser. A listing (property) priced above market value will not sale, but the listing agent will acquire new clients from inquiries about the property. A buyer purchasing a home beyond his reasonable financial capability may endure a financial stretch that may negatively affect other parts of his life; the agent gets his fee and is gone.

A real estate consultant is a Realtor that has a “win-win” approach to working with clients. This involves a Realtor that is a good listener and places client satisfaction as his/her ultimate goal. The consultant’s role is to listen and evaluate a client’s needs and assist the client in making a good decision, whether it involves selling their home or buying a home. In some cases the best decision is to do neither. A real estate consultant does not make a deal if the transaction is not in the best interest of the client. Some “win-win” decisions are not to enter into Realtor-Client relationship. If the prospective client’s needs cannot be met or exceeded, it is best not to enter into the relationship. The goal of a real estate consultant is to have a happy and pleased client that will sing the consultant’s praises to everyone that will listen.

Ashton Hecker is a realtor and real state consultant with Keller Williams Realty. He can be reached by telephone at (713) 980-5115 or via email at astonh@kw.com.

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The CrossRoads Chapter of SCA conducts a Business Building Breakfast Meeting every Wednesday, 7:15 a.m. to 8:30 a.m. at the Ramada Plaza Hotel - 7611 Katy Freeway (I-10 West). Cost is \$17.00 and includes breakfast - Bring business cards!

RSVP to 713-932-7495, ext. 48, 24 hours a day.



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Sample List of Songs:

Fever

I Want to Be Loved

At Last

Cry Me a River

Misty

What a Difference a Day Made

Almost Like Being in Love

Time After Time

The Very Thought of You

Inseperable

Crazy

Walking After Midnight