

Another way to think of hiring the right people for your organization

For those of you who know me, you'll know it takes me ages to read a book. A book that I've been plowing through for a while is *The Experience Economy*, written by B. Joseph Pine and James Gilmore. In it, it describes that the business winners in the 21st century will be the ones that make their products an 'experience' (cue DisneyWorld and RainForest Café). In general, I agree with many of the concepts in the book, and many events have a lot to learn in turning events from ones that you 'have to attend' to ones that you 'want to attend', so I felt the book was worth continuing, although to be honest, reading the book is a little heavy going.

The book describes how day to day business should become 'performance' and that employees are 'actors' playing their part, whether screenwriters, directors, supporting cast and so on..

A section of the book deals with hiring new staff (or cast members) and is interesting in its way of handling an interview. In fact it suggests auditioning future hires (putting them in real life situations), saying that the interviewer (or casting director) should note:

- 1) the way that the interviewee communicates, especially how he/she listens;
- 2) how the interviewee plays off others, especially as he/she looks to seek, give and avoid assistance;
- 3) what motivates the interviewee;
- 4) how the interviewee handles unfamiliar situations, disruptions and interruptions;
- 5) whether he/she has a sense of humor;
- 6) if he/she shows any creativity;
- 7) whether the interviewee gives any positive surprises.

How many times has a candidate shone in the interview only to fail on the job? As a hiring manager in the past, I wish at times I could have auditioned my staff to see them 'in action' before I 'bought' them. Certainly worth considering....