

Tired of the frustration, stress, and cost of hiring people who don't work out? Discover the #1 technique guaranteed to help you make smarter hiring decisions every time ...

How to Conduct Behavior-Based Interviews

Proven to be 5 times better at predicting on-the-job behavior than traditional methods!

If you're still conducting interviews like you always have – you're making a HUGE mistake! Behavior-based interviewing digs beneath the surface to get you past glossy résumés and rehearsed answers to find the true candidate within! This revolutionary approach uses key questions and answers to show you how a person will perform on the job – before you hire them!

Attend and you'll learn how to:

- ✓ Ask questions that tell you what you need to know – not what the candidate wants you to know
- ✓ Find hidden qualities that show you have a great candidate
- ✓ Look for problem characteristics that could cause trouble down the road
- ✓ Screen resumes and applications to find the strongest candidates for the job
- ✓ Create a positive balance of questions that puts you and the candidate at ease
- ✓ Reduce the time you spend interviewing and hiring
- ✓ And much more!



Enroll online at www.NationalSeminarsTraining.com
or call 1-800-258-7246



Behavior-Based Interviewing = On-Target Hires, Every Time. Period.

"Today's program provided much more information than I expected. I can't wait to share some of the tools I gained with my fellow associates."

– B. Ramy

"Very practical. Things I can take back and easily use at work tomorrow."

– T. Cummins-Yorke

"It was extremely informative and imperative information that can be used in the 'real world'."

– H. Donaldson

"This was one of the most engaging training programs I have ever attended."

– J. Ottariano



All your hiring worries gone ... all the hassles of making a hiring mistake avoided. How great does that sound?

If you're tired of weeding through piles of résumés, getting canned answers, and struggling to find out what the person is REALLY like, you don't want to miss this workshop. It will forever change your outlook on interviewing and hiring.

Behavior-based interviewing virtually eliminates the chances of choosing the wrong candidate. Plus, it drastically reduces the time and stress you spend conducting interviews!

Don't fall victim to traditional interviewing techniques that fail far too often!

Old interviewing methods are only 10% predictive of future on-the-job behavior. So, it's no wonder so many managers like you find the whole interview process nerve-racking. But with behavior-based interviewing, you'll never again feel uneasy or be left searching for more information after the candidate is gone. Plus, you'll never again be fooled by a well-rehearsed candidate who would otherwise end up being the worst choice you could have made!

Eliminate your hiring anxiety and mistakes and uncover the perfect match every time

When you attend this seminar, you'll learn behavior-based interviewing techniques that can be used to hire everyone from the entry-level mailroom clerk to the CEO! You'll instantly know how to weed out weak applicants ... make the absolute best hiring decisions every time ... and watch your department's productivity soar with a highly effective staff!

In just one day, you'll learn that behavior-based interviewing strategies:

- ✓ Are the most accurate way to predict the future success of candidates
- ✓ Can dramatically slash your time spent on the interviewing process
- ✓ Give you a systematic interviewing process that eliminates the mistakes of hiring "from the gut"
- ✓ Save organizations like yours thousands of dollars each year in wasted time and effort spent interviewing unqualified candidates
- ✓ Virtually eliminate the costly risk of making bad hires
- ✓ And much more!

Never make a bad hiring decision again – enroll today!

Let's face it ... you can make 15 successful hires in a row, but if you make a colossal blunder on your 16th, that's the one that people will remember! Don't let it happen when it's so easy to avoid! **Join us for an enjoyable, eye-opening day of training, and learn the one interviewing technique that can help you go "16-for-16" in successful hires.**

Are you one of the many managers who absolutely dreads the hiring process?

Do you ...

- Spend hours agonizing over which candidate to hire when they all seem equally qualified?
- Ever fear that you're going to put your foot in your mouth or ask an inappropriate or illegal question?
- Ever second-guess yourself when making a hiring decision?
- Wish your interviews could predict the future behavior of every candidate?
- Feel uncomfortable interviewing people?
- Want to get lifelong interviewing skills that are easy to learn?
- Wish you could really get to know the person you're interviewing and get past the prepared responses?
- Stress out when there doesn't appear to be a single qualified person in the stack of résumés on your desk?
- Wonder about the best and worst questions to ask?
- Worry that you'll make a hiring mistake that will hurt your team's morale and productivity?

If you checked even one of the questions above, **you're not alone!** Hiring decisions are among managers' top fears. But it doesn't have to be so dreadful! Behavior-based interviewing makes it easy to uncover the best candidate for the job every time. **Discover how easy it is to learn ... enroll today!**



10 Reasons

You Can't Say "No" to This Seminar!

1. Behavior-based interviewing is estimated to be 5 times more effective than traditional interviewing techniques.
2. Spend less time in the hiring process and still come out with the best candidate in the end.
3. You'll pick up on white lies, small untruths, or major whoppers in every interview.
4. Productivity and morale will soar because you'll hire people who are perfect fits.
5. You'll reduce any stress and fear you have over making a bad hire.
6. Never be fooled by a smooth-talking applicant who uses rehearsed responses.
7. Ensure 100% accuracy in all job descriptions for your department and avoid legal problems down the line.
8. More accurately measure every applicant's ability to do the job.
9. Establish an instant rapport with interviewees that puts them – and you – at ease.
10. The odds of making a bad hire will drop to almost zero....

Behavior-based interviewing is the best, most accurate way to find the perfect match between you and a prospective employee. In just one day, you'll learn how a little preparation – and the right kinds of questions – will practically eliminate the risk of making a bad hire – guaranteed! **Don't wait – enroll today!**

Your Comprehensive Behavior-Based Interviewing Seminar Agenda

Workshop hours: 9 a.m. to 4 p.m. • Registration begins at 8:30 a.m.

Basics of Behavior-Based Interviewing

- Identify what behavior-based interviewing is
- The pros and cons of behavior-based interviewing
- What's the difference between an interview and a conversation? Find out here.
- Using the Iceberg Model to better understand human behavior
- Unearth someone's motivation to work – and to work in the job you have available
- The 4 kinds of applicants – and how to always pick the right one to hire
- Pre-interview preparation that every manager MUST do to ensure a great interview follows
- How to identify exactly what you're looking for in a candidate
- Identify the "skill" and "will" you're seeking
- Consider organizational culture and build it into the job description

Successfully Screening Candidates to Eliminate Wasted Time

- How to use the applicant's past to predict future performance
- Why you should never completely dismiss a candidate just because of a lack of skill for the job
- How to use résumés and applications to immediately identify the red flags in an applicant's past
- Weed out the "non-fits" immediately and focus on the "possible-fits" and "definites"
- Use telephone screening to save hours of time and prevent being influenced by appearances

The ABCs of Conducting Effective Behavior-Based Interviews

- How to properly set up a structured interview
- The anatomy of the initial interview: What to cover and how much time to spend in each area
- Creating the ideal interview setting: Dos and don'ts
- Questions to avoid in every interview or you could end up in court
- How to question and probe to unearth what you need to know
- The 3 common types of interview questions and how and when to use each

- Creating a positive balance of questions that puts both you and the candidate at ease
- Constructing behavior-based questions that let you know what a candidate is really like
- How to use behavioral examples to determine "skill and will" levels, identify strengths, and pinpoint shortcomings
- Maximize interview time by testing behavior-based questions early on

Unearthing Hidden Qualities – or Problems – With Effective Interviewing Techniques

- Ask questions that will expose whether a candidate is a team player, a quick learner, a methodical worker and more
- Get candidates to cough up details – and not just an overview
- 21 ways to say, "Please elaborate on that ..." and gain even more insight
- How to minimize ambiguous responses
- How to sequence questions that build on each other and keep the conversation rolling
- Establishing – and maintaining – rapport, even during the longest interviews
- Communication essentials: Reading body language
- How to keep information flowing: Avoid accidentally cutting off a candidate too soon
- How to jot down quick notes that will make sense later – and help you in the hiring decision
- How to involve others who have a stake in this hire, without bogging down the process
- The moment of truth: How to use the "data" you've collected to make the best hiring decisions

Great Group Discount:

When 3 enroll from your organization, a 4th attends **FREE!**

Share this great training with everyone in your organization who has to interview people and save! Plus, when you learn as a team, you'll be able to help each other retain what you learn when you're back at work. And your organization will have a strong team that makes great hiring decisions!

Say "Good-bye!" to Common Costly Interviewing Blunders!

Attend this insightful seminar and you'll never make these critical interviewing mistakes – **guaranteed!**

- 1. Not knowing the job:** How many managers conduct interviews for open positions without knowing EXACTLY what the jobs require? Far too many! Behavior-based interviewing helps you break down each position into the competencies and behaviors needed to be successful at that job.
- 2. Dominating the interview instead of leading it!** Many interviewers talk more than they should. If you find yourself talking more than the applicants, how can you find out what they can contribute to your organization? This seminar will teach you how to create the effective balance you need.
- 3. Being dazzled by a shiny résumé!** Hey, you don't even know if the person you're interviewing WROTE their own cover letter or résumé! Behavior-based interviewing trains you to look between the lines and find the diamond-in-the-rough every time!
- 4. Going with the "gut" over the head!** Some of the worst hires are made off of "gut feelings." With behavior-based interviewing skills, you can acquire all the information you need to accurately predict future performance every time!
- 5. Allowing your busy schedule to affect the process!** Yes, you're busy, and trying to squeeze in some time to conduct an interview is stressful. But trying to repair the damage caused by a bad hire will end up costing you even more time later. With behavior-based interviewing, you'll use a structured approach to interviewing that will allow you to get the information you need in minutes – not hours!

There's a reason that more companies than ever are requiring their managers, supervisors, and HR personnel to use behavior-based interviewing techniques: Because they work! Learn how you can easily apply some simple principles and completely revolutionize your ability to find the best employees – every time! **Enroll today!**

good-bye!



It's Training That's Guaranteed!

Because we know these interviewing techniques have worked for thousands of successful managers and supervisors just like you in the past, your satisfaction is guaranteed 100%!

If you don't agree that the behavior-based interviewing techniques you learn will dramatically cut the time you spend interviewing candidates ... slash the risk of making a bad hire ... and give you greater insight into the minds, behaviors, and personalities of the people you interview, we'll refund your entire registration fee – every penny! Don't wait until AFTER you've made a bad hiring decision to get this training! Guarantee success for yourself, your hire, and your company forever! **Enroll today!**

Workshop Bonus: Your Behavior-Based Interviewing Guide

As a participant, you'll go back to the office with an impeccably researched seminar workbook that contains valuable information from the workshop, condensed into one of the most user-friendly tools you'll ever have.

Before your next interview, you'll be able to instantly flip anywhere in the book to refresh what you learned with us and conduct the best interview possible. Destined to be one of your most valued management resources, many of our past participants tell us that getting this workbook is worth the registration fee all by itself! And it's only available through this workshop!



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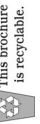
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