

# CI PROFILES



Volume 1, Issue 2

Page 1

## PRODUCTS:

C-INDEX  
C-FILTER  
C-HIRE  
C-IQ

### Inside this issue:

Help Us Create A Win-Win Situation

Perfect Profiles and Other Myths

Jack Welch's "Winning" 3

Right People/ Right Jobs 4

Culture Index Across America 4

## HELP US CREATE A WIN-WIN SITUATION

*"Get ahead in business by finding the right people for the right job."* You hear that quite frequently and it seems obvious that once you know what you want in the job and in the person, that getting ahead in business would be easy, right?

How you find the right person is more complex than you think and will involve using Culture Index in ways you may not have considered. Simply using Culture Index on its own is not the most efficient use of this assessment tool.

We created Culture Index, both the company and the survey, to help you find out the ap-

plicant's work related traits before you ever meet them. After all, if half the battle of growing your business is having the right people employed, the other half is hiring them for the jobs best suited to them and knowing how to manage and motivate them as well. If you have profiled your company, departments, staff, or sales force, you should examine the group dynamics before you hire another person into the mix.

The Culture Index tool will assist you in this, because you should have profiled your entire staff and you know the

*(Continued on page 2)*

## PERFECT PROFILES AND OTHER MYTHS

After a call I received earlier this year, I've been concerned about a perception that if you can just find the right profile, that person will make all your troubles go away.

The caller had been trained to consider only one particular pattern as a desirable pattern. The caller believe that the particular pattern was the only one capable of solving the company's woes. They only considered that a specific pattern was perfect and nothing else should be considered—for any other position in the company.

*(Continued on page 3)*

## Create a Win-Win Situation . . . Cont'd

group dynamics of each department before you add another person to it. You have attended the Culture Index Workshop and you understand who works well together and why. You know who to hire as managers because you understand basic management principles and how the dynamics of your department work.

Culture Index, the company and the tool provides you with all of this data and more.

If you're a CI user, you have access to **C-JOB**: use it.

C-Job is another program that comes bundled with your access to Culture Index. The C-Job analyzes a position the same way C-Index analyzes the applicant.

To best use C-Job, ask the department members—anyone associated with the job—to fill out a C-Job questionnaire. This will give you a much more accurate view of what the job requires than if you had one employee's opinion.

When you have a consensus of others perceptions of what the job is, and you agree with the C-Job findings, you're ready to use **C-FILTER**.


C-Filter, our third resource,

is our applicant processing system. It allows the applicant to fill out an online application, or to simply upload their resume. You can tailor the program to fit your needs.

The system allows you to send Culture Index invitations en masse. Once

If you're a CI user, you have access to C-Job: use it!!

you've received your completed invitations, C-Filter gives a percentile on which applicants match your pre-selected education and experience preferences. (This feature may not be available, depending on the depth of the filter you requested.)

You can also return to C-Job and ask the system to compare C-Job profiles to C-Index profiles. To do this, just select the  "Match" icon:

Even now, you're only using a portion of Culture Index's potential.

We offer training on how to use Culture Index, but did you know we also offer training on how to hire, interview or recruit?

Obtaining training through **C-HIRE** is another

way to use Culture Index effectively.


C-HIRE teaches interviewing skills and the use of objective information with C-Index and C-Job.

Lastly, the Walstrom Group is available to conduct every aspect

of your search and we use tools you're already familiar with, so you can stay in the loop as much as you wish or delegate to us.

The last way in which you can and absolutely should put Culture Index to its most efficient use is by asking your consultant questions.

Every Culture Index Consultant is there to assist you in your understanding of the instrument. By increasing your knowledge, you improve your overall use of the tool. What's more, we can take your questions and learn from them as well.

It's a win-win situation for us all. 

## Perfect profiles . . .Cont'd

This is dangerous thinking. Not only is there no perfect pattern, but no person is going to be a perfect ten out of ten all the time. You're setting the employee and yourself up for failure if you expect perfection.

Consider the higher A's. Assertive people want to take charge, create, (possibly destroy) and basically make life over in their image. This potentially disruptive approach may not be ideal, but the end result still can make many of your problems go away. They may also cause other problems to emerge because High As like to problem solve.

High B people can brighten up a room with their presence and they can be very successful with customer relations because their decision making process is based on the desires of others. They can also appear as untrustworthy butterflies, depending on where their other traits lie.

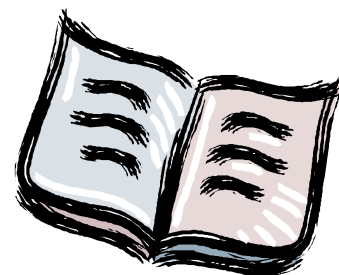
Then there's that sense of detail. Highly detailed people can provide outstanding customer service because of the assurance that all the "t"s are crossed. The package will arrive on time, etc. But there's a trade off here, too. If there's a potential for something to go wrong, the detail-oriented person won't take action without customer or managerial approval.

Just keep in mind, there's no perfect pattern and no consistent "ten". But there are great sevens, eights and nines. ☑

## Jack Welch's "WINNING"

Yes, it's true. July's Fortune Magazine now disputes Jack Welch's theories as being outdated. However, we feel his views are still objective.

Jack Welch's guide to winning is a road map to methods that don't stop working because of fads. This is a must read "How To" book.



**"Hire the right people, train them in the skills necessary, and then get out of the way."**

Welch lays out philosophies that shot him to GE's Executive position before he retired in 2001. "Winning" has something for everyone.

Welch explores the importance of values, candor, differentiation, voice and dignity in

the workplace. And he does it for the overall company; for the leadership within the organization and for those people who are struggling to rise above where they are. And that's just the first portion of the book.

Welch also examines the nature of competition, strategy, and mergers. If you want to know how to get it done, take a good book along on your summer vacation. Welch will make you know how a winner feels. ☑

**PRODUCTS:**

**C-INDEX**  
**C-FILTER**  
**C-HIRE**  
**C-IQ**

[www.culture-index.com](http://www.culture-index.com)

## RIGHT PEOPLE/RIGHT JOBS

If the current unemployment rate is 5.1%, where are all the applicants? We've recently seen a trend of applicants not responding to ads in Career Builder and re-writing the ad doesn't help. We might receive between five and twenty total applicants where we had 300 resumes two years ago.

If this is frustrating, you're not alone. But keep in mind, the system is working, if not the way you'd like. If this is true, you don't need to wonder "What am I doing wrong?"

The appropriate question to ask is, "Why do I want 300 applicants when I have one job?" Isn't it better to have five promising applicants than 300 maybes?

If your applicants aren't responding to the Culture Index Invitation or to the C-Filter link because it takes too much time, consider this: The survey takes two minutes of uninterrupted time, C-Filter requires 10-12 minutes. Even if this is your only applicant, do you really want to consider hiring someone who can't get up enough energy or organize their schedule well enough to manage 10 minutes of time?

Isn't it better to hire the right person, rather than the best out of what's offered?

As far as enticing the top % of workers into your company, be honest in your ad. Don't try using techniques used by spammers, such as rows of exclamation marks or other flashy methods. It junks up your ad and detracts from what's important. You want an employee who will do serious work and the applicants you're looking for want to be hired for their quality output.



**Culture Index, Inc. Corporate Office**

[info@cindexinc.com](mailto:info@cindexinc.com)  
 Phone: 816-361-7575