

CULTURE INDEX
1241 W. 67TH ST.
KANSAS CITY, MO 64113
816-361-7575
816-361-7474 FAX
WWW.CULTURE-INDEX.COM

CI PROFILES



Volume 3, Issue 1

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C-FILTER
C-HIRE
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Online Evolution

The rush is on to find a way to reach the latent job seeker. The term does not apply to vulture-like individuals who sit and wait for the longed for position to appear or to those individuals who leave their resumes perpetually posted on Career Builder. It refers to individuals who are not actively seeking a job, but might be willing to switch if they see the right option: Yours. In short, latent candidates are cruising the internet and reading magazines for other purposes than job-hunting.

If you're wondering why you want to attract the latent job

seeker, consider how many more potential applicants there are out there who are nonetheless currently employed. There's a much wider field to choose from when seen in that light. Also, they're an latent job seeker because while they may not be overtly interested in a new position, they're always open to improving their career.

John Sullivan, professor of management at San Francisco State University and one of e-recruiting's most outspoken proponents suggests: "To get the [latent] job candidates in

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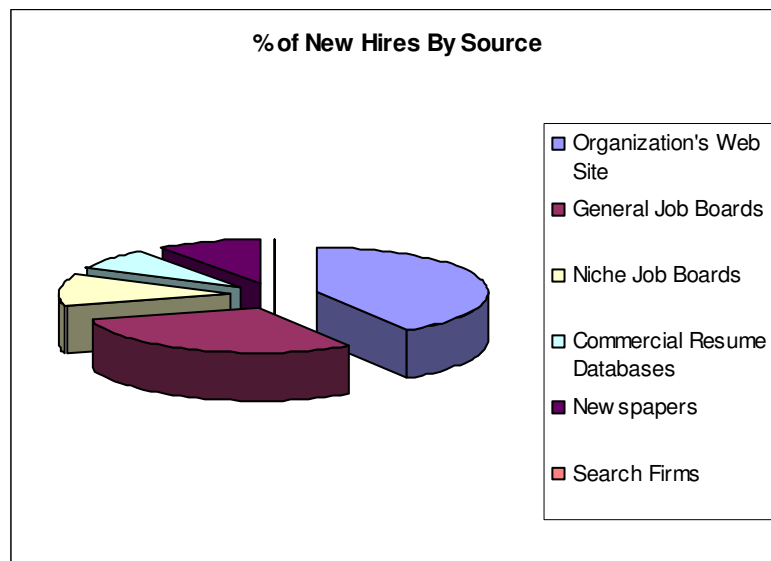
Warp Nine and Straight On 'Til Morning

We thought it might be instructive to have an article on the various profiles, so this newsletter's profile focus will be the Enterpriser.

This profile is analytical, and will always be thinking several steps ahead of their current situation. But the analysis is of a conceptual nature and not geared toward detail consumption.

They have respect for details and appreciate the need for them without being overwhelmed by them. This is not a maintainer, but the person who gets the work for the maintainer. For that reason, if you ask them to maintain anything at all, you'll either need to pro-

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the pipeline, you have to make a very compelling argument. I'm a fan of the Internet as far as recruiting goes, but it certainly hasn't reached its potential. If you look at most career centers on company Web sites, they wouldn't make you want to leave your current job."

The challenge to today's employers is:

1. to create a compelling message that will lure the latent candidate into polishing their resume and submitting it.

2. Place the ad in the right location. If you're submitting advertisements to Career Builder, Monster or the other engines, congratulations. Those are good places to start along with millions of other companies. They're not where you want

to end. If you're a Hospital, try placing an ad for nurses in the American Journal of Nursing, for in-

stance.

Online recruiting is only going to improve. It's already responsible for 51% of all hires as of 2005. According to the Booz Allen Hamilton study that produced that statistic, the largest source of hires were the employer's corporate web sites. Newspaper classified ads brought in 5% of the new hires.

This is because the latent job seeker can browse a corporate website and become enamored by the company's image, product, direction, etc. All they can see in a newspaper or magazine are your ad's words. If you're going to have your website used as your best recruiting tool, you must

provide the type of data required for an applicant to make an informed decision. Capture what it's like to work at your company and you'll gain the interest of a much larger percentage of the potential employee market.

Possessing the tools to tie together these applicants into an integrated system is helpful. Systems like what's available in C-Filter will allow you to respond simultaneously to all your candidates. This can be an invaluable time saver.

C-Filter allows you to manage the sometimes massive amounts of candidate data, filter it and provides a percentile level of likely matches to your position.

This article was taken in part from *Human Resource Executive Magazine*, "Great Expectations", pg. 22-27 by Tom Starner.

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vide them with a crew to come behind and make sure all the details are taken care of, or be prepared for disruptive behavior.

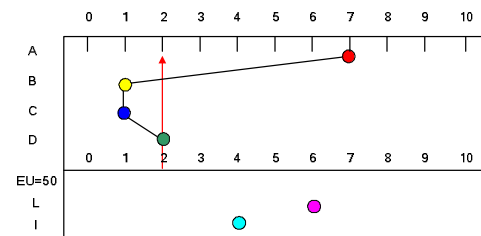
At some point early on the thinking process, the Enterpriser will want to take action. They'll keep thinking things through, but they'll do it on their feet. The Enterpriser enjoys flying by the seat of their pants and they like watching the competition swept past in their wake.

This is a speed loving person and their interest can evaporate once a goal is attained. This is someone who likes to make things happen and if all they're doing is watching what's already occurred, they'll get bored. They'll force the situation to change and become interesting. Unfortunately, that can be bad for business that's already "settled".

For maintenance purposes, we can recommend the Technical Expert, Scholar, Specialist, or Craftsman for tech savvy customer support. If your customers might need someone more verbally persuasive and soothing than a low "B", try an Administrator, Coordinator, or Facilitator pattern. However, be aware that the Lower "B" patterns will naturally understand your Enterpriser better than the Higher "B" patterns.

In the meanwhile, keep your Enterpriser thinking and acting ahead of everyone else's curve. It's where they excel.

THE ENTERPRISER



How To Get Ahead in Business Without Really Trying

If you don't know yet, C-Filter is our applicant processing tool. It's the newest such filter on the market and like all our products, we're continuing to strive for perfecting its function.

It acts as your first buffer to incoming candidates and is very simple to operate.

First, you tell the system the name of your position, the minimum number of years of education you require and how ever many degree(s) are appropriate. Then do the same for your experience expectations.

You're now ready to place your ad. Copy the blue, highlighted link on C-Filter's home page and place it in your ad. Your applicants will apply directly at C-Filter and will answer your questions and be asked to upload their resumes. All of their information comes to your C-Filter access. Simply select "View Applicants". From there, you send mass Culture Index Survey Invitations and you can ask the computer to filter out candidates based on their responses to your requirements. |

You now have a list of applicants with varying levels of ability. Once you select the "Filter" button, the system will display how much of a percentile match each applicant is in relationship to your job's requirements. That is, Applicant "A" has the required 4 years of experience and the required degree, whereas Applicant "B" has a lower percentile of job match because they only have 3 years of experience.

From here, you can enlarge your field of questions within C-Filter. Select the "My



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Applicants" button at the top of the screen, select the appropriate applicant's check box and under the drop down list, click on "request detailed information". The computer will examine what information you do and do not have and send an email to the applicant, asking the applicant for the appropriate data.

During this process, you have spent perhaps thirty minutes setting up your filter within the system and you've narrowed your field of applicants without reading a single resume or calling any reference contacts. Using the C-Index responses, your choices

may be obvious at this point.

At the very least, you will most likely have a handful of applicants on whom you'll want to focus your time to discover who's the best fit, rather than hundreds of resumes to read.

c-filter *"Putting People First"*

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QUICK MENU: My Jobs My Filters My Applicants

CLIENT LOGIN
Welcome dist!
Logout

CLIENT ACCESS
My Applicants

Select An Action -->> GO
Select All

You have 106 candidates.

Name	Location	Date	C-Index	Detail
Bloom, Demerise		03/09/2006	Q	<input type="checkbox"/>
Doyle, Barry		03/09/2006	Q	<input type="checkbox"/>
Hetzel, Kristopher	Sheboygan Falls, WI	03/09/2006	Q	<input type="checkbox"/>
Kaaihue, John		03/09/2006	Q	<input type="checkbox"/>
Klean Sr., Richard		03/09/2006	Q	<input type="checkbox"/>
Bruening, Cecilia		03/09/2006	Q	<input type="checkbox"/>
Greeley, Donald		03/09/2006	Q	<input type="checkbox"/>
Roland, Lucy		03/09/2006	Q	<input type="checkbox"/>
Brean, Scott		03/08/2006	Q	<input type="checkbox"/>
Houde, Lorri		03/08/2006	Q	<input type="checkbox"/>
McNeely, Sandra		03/08/2006	Q	<input type="checkbox"/>
Bergeron, Nichole		03/08/2006	Q	<input type="checkbox"/>
Vincer, Kenneth	Belvidere, IL	03/08/2006	Q	<input type="checkbox"/>
Ferguson, Thomas		03/08/2006	Q	<input type="checkbox"/>
Thelander, Donald		03/08/2006	Q	<input type="checkbox"/>

Culture Index, Inc. Corporate Office

info@cindexinc.com
Phone: 816-361-7575

