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Keynote Speaker • Management & Leadership Expert

Presentation Outline

HIRE THE BEST -- & AVOID THE REST™

You will profit from Dr. Mercer's 20+ years of expertise – condensed into the most effective and efficient method available to ***Hire the Best -- Avoid the Rest™***. You can use his 7 Step Method to hire applicants likely to become “superstar” employees:

- highly *productive & profitable*
- *low-turnover*

Discover how to put applicants through seven “hurdles” – or prediction methods. If an applicant earns a positive rating on one “hurdle” (prediction method), then you see if the applicant does well on the next prediction method, and so on. But, if an applicant earns only an average or below-average rating on any prediction method, then you may decide *not to waste your time* putting the applicant through subsequent “hurdles” or prediction methods.

1st Prediction Method = Brief Initial Screening Interview (BISI)

A *customized* BISI is a 15-30 minute interview. You quickly discover if an applicant has bio-data (biographical data) similar to *your* company's “superstar” employees. Dr. Mercer created a unique Checklist to uncover key bio-data of your “superstar” employees, and create your company's customized BISI.

2nd Prediction Method = Customized Forecaster™ Pre-Employment Tests

Use *Forecaster™ Tests* designed to predict – or forecast – applicants' crucial

- Mental Abilities
- Behavior on-the-job

Compare applicants' test scores to *customized “benchmark scores” of your company's “superstars.”* You can use *Abilities & Behavior Forecaster™ Test* created by Dr. Mercer.

3rd Prediction Method = In-Depth Interview

Learn eye-opening tips to conduct your best interviews ever! Use a *customized* “Interview Guide Form” for each job, helping you with (a) crucial job talents, (b) actions you observe in interview, (c) questions to ask, (d) note-taking, and (e) ratings. Dr. Mercer's *Job Talents Checklist* helps you quickly uncover crucial job talents your interview *must* uncover.

4th Prediction Method = Role-Play or Work Simulation

A brief role-play lets you assess the applicant's critical job skills. For example, you can role-play selling with a Sales Rep applicant. Then, assess applicant using “Role-Play Rating Checklist.”

5th Prediction Method = Realistic Job Preview (RJP)

Find out how to conduct a superb RJP. Research = Applicants who received RJP are less likely to (a) accept job offer – but, if they accept, (b) turnover.

6th Prediction Method = Reference Checks

Discover Dr. Mercer's “Big Secret” to get ultra-useful reference checks from applicants' ex-bosses! Without this “Big Secret,” few ex-bosses will tell you how great – or lousy – an applicant was!!

7th Prediction Method = 1 Executive Must Approve All Hiring

See an easy-to-use “Applicant Summary Rating Form” an executive quickly reviews to

- summarize ratings on 1st – 6th Prediction Methods
- make sure managers use the *7 Step Method to Hire the Best™*

“We have enormously benefited from your customized ‘*Hire the Best and Avoid the Rest*’ methods . . . your interviewing methods and *Forecaster Tests* work wonders for us.”

Bank of America

“Your ‘Forecaster’ test superbly predicts which sales candidates have the best chance to succeed. You and your ‘Forecaster’ tests enable DeVry to *hire the best - and avoid the rest!*”

DeVry, Inc.

“Dr. Mercer provided us with quite a remarkable hiring process.”

Piedmont National Corporation

“Dr. Mercer's advice is real-world and no-nonsense but at the same time compassionate for the company and for the candidate. That's a tough combination.”

Boeing

