

**Hiring to your Brand:
Why your recruiting methods should be as unique as your brand**

When Hollywood directors cast a superstar they count on two things: box office draw and the professional actors ability to *act*. By that, I mean the ability to stop being Philip Seymour Hoffman, Charlize Theron or Jim Carey and instead become the 3 dimensional living embodiment of someone else. These actors make incredible transformations in their own personalities to literally *become* the character.

Now think about your own employees, especially those who spend the most time touching customers. How willing (or capable) are they of completely transforming into the ideal personification of your brand?

I'm sure you'd agree most are not capable of these radical transformations and that even if they were, they'd be unwilling to spend huge parts of their lives pretending to be someone they're not.

Let me suggest a technique well known to the directors of high school musicals and local theatre companies – type casting. Type casting means you put someone into the role who is *already* the character! There will be little acting required because they live and breathe the character every day, just by being themselves.

Southwest Airlines: People Who LOVE People!

Southwest uses their flight attendants as brand differentiators in the highly competitive airline market. They screen for natural “connectors,” those who love interacting with strangers. Whether their supervisors are watching or not, these people will behave in exactly the same way because this is who they already are.

The results have been stellar for Southwest in terms of customer experience and financial gains — in an industry that's rarely profitable.

Microsoft: Super Smart Problem Solvers

Microsoft also takes great pains to hire to their brand. Microsoft believes the best software is created by the smartest people who are the best problem solvers.

Microsoft poses over 100 pages of difficult problems to potential employees. They seek people who don't shut down when faced with seemingly impossible tasks, but instead, feel challenged and inspired.

Your company's recruiting methods should also be as unique as your brand. So put away the one-size-fits-all recruiting strategies and think deeply about what your new hires must do to extend your brand at every Touchpoint. Then think deeply about how you'll screen for the unique talents that will make your people memorable representatives of your brand.

For more information about Rick Barrera's completely customizable Overpromise and Overdeliver Workshop Experience, please contact Rick directly at Overpromise at 1-858-759-2559 Or contact Rick's Speaker's Office at 1-760-603-8110...or just log onto our website at overpromise.com.

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