



# DESIGNING STRATEGIES

Business Strategies for the Design Industry

A Maurer Consulting Group Publication

Volume 7 • Issue 35 • September/October 2010

*Remember not long ago when job candidates were in control and employers were on the more challenging side of the equation?* Candidates could play a number of potential employers against each other, trying to get the best deal. That was the norm then, but not so much now. Things have really changed in a short period of time, haven't they?

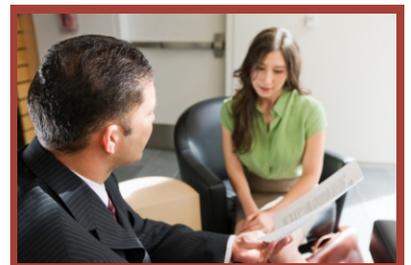
I read an article in our local newspaper about a retailer using a number of new interview levels to weed through the piles of applications for holiday sales clerks. According to Sue Stock, of the McClatchy Newspapers, job candidates are being put through a barrage of tests and evaluations, and even those won't guarantee a position. So many eager applicants, so few positions available. When you consider that a big portion of retailers' annual sales come during the year-end holidays, getting the very best sales personnel available will be critical this year.



**Visualize**

*Even management positions in retail and hospitality are requiring a more in-depth approach to hiring.* Personality and behavioral assessments are becoming the norm, as are other capability testing processes like role playing. With limited funding available on all fronts, it is imperative that hiring and the HR process take a more serious, long term approach to hiring at all levels.

Sure, anyone can find boat loads of people who can do basic data entry, answer phones and handle other routine day to day operations. The question is: what else can they do? How will they handle a situation beyond that routine task you hire them for today? Is there any future for this person at your firm? What else can you get from them? What can this candidate grow into or be trained for to increase their value in the operation of your firm? Every employee is critical in some way, large or small, for the success of your company. Are you hiring the best that you can find, or rushing to fill an empty desk?



**Analyze**

*It is in your firm's best interests to take more of a big picture approach to hiring.* What changes can you make to your HR processes to assure a constant stream of highly qualified employees? At the very least, have your senior staff sit down over coffee and discuss how you might improve your hiring regimen, then incorporate it in your plan and take action. Your firm will only be as successful as the people you hire to be your foundation.



**Strategize**

*Hiring people is an art, not a science, and resumes can't tell you whether someone will fit into a company's culture. When you realize you've made a mistake, you need to cut your losses and move on.*

*Howard Schultz, Chairman & CEO of Starbucks*



**Terri L. Maurer, FASID**

## Change Is Getting Closer...UPDATE

I know I've been promising a move to new technology for newsletter delivery, and it is coming...**SOON!** We're on the final lap, doing tweaks and fine tuning to finish off the website and Blog. Included will be a link to StreamSend who will be our 'new tech' email service provider. Our goal is to have our next issue come to you in an interactive model, complete with linking capabilities to allow us to send you more information than can be fit into our one-page format. Thanks for your patience!

## Planning Ahead?

If you're looking for speakers to present in your showrooms, or are interested in sponsoring a program of high quality business education to help you achieve success, contact **Maurer Consulting Group**. We're currently scheduling for the last quarter of 2010 and all of 2011, so contact us today – [tmaurer@maurerconsultinggroup.com](mailto:tmaurer@maurerconsultinggroup.com).