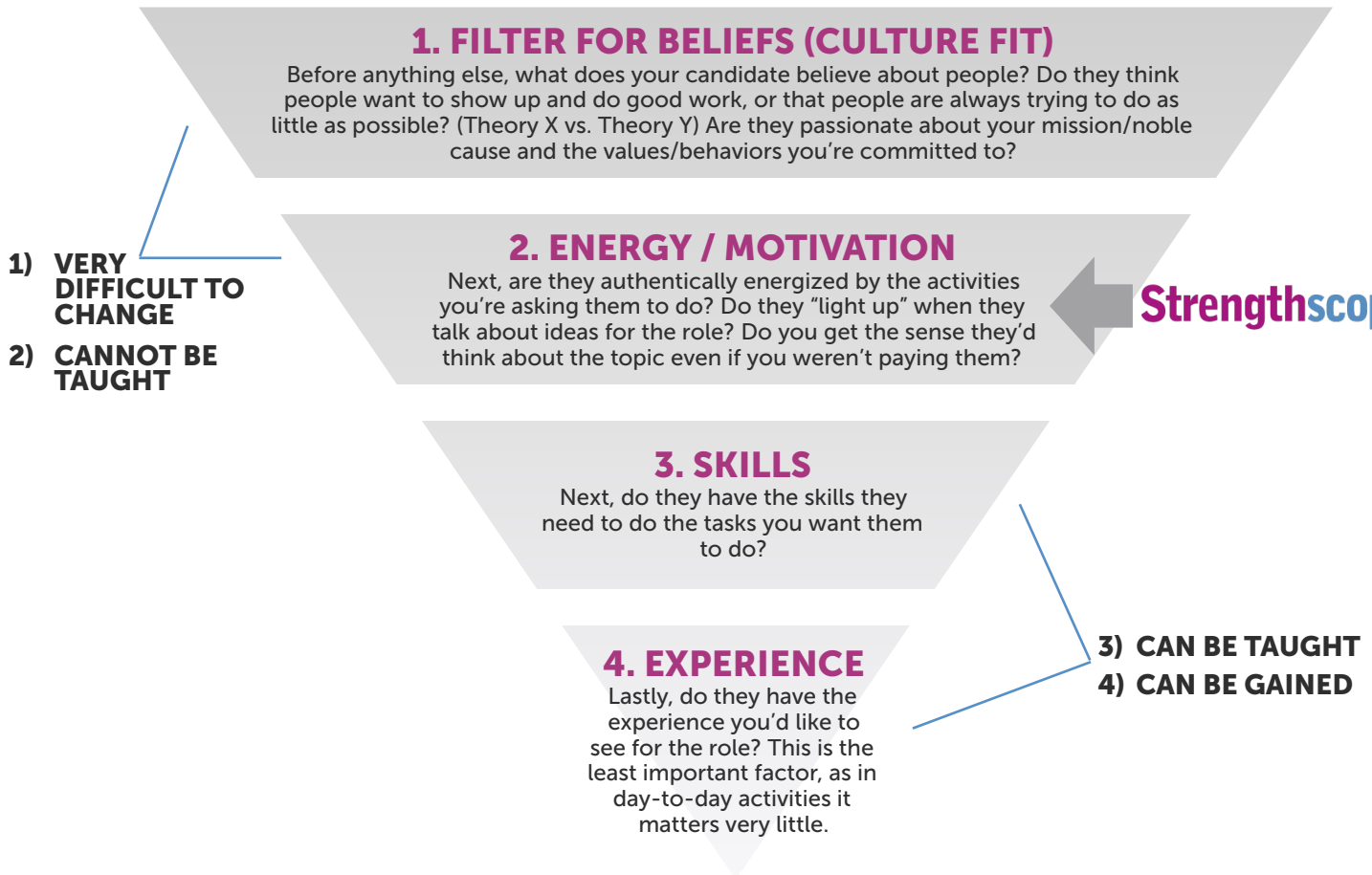


A Better Way To Hire



How We Usually Do It...

(SPOILER ALERT: IT'S EXACTLY BACKWARDS.)

1. EXPERIENCE

A highly ineffective first filter; by making this a requirement you can miss amazing candidates.

2. SKILLS

Important to know, and can be important depending on the role, but many skills can be taught.

3. TALENT

Some companies take "skill" a level deeper and discuss talent. (Most organizations never discuss **energy** at all.)

4. CULTURE FIT

Most organizations don't have a clearly defined sense of their own core beliefs and therefore, even if they desire to hire for "fit" it's nearly impossible to do effectively.