

Hiring Superstars: How to Strategically Select Top Performers

We all want to hire passionate, top performing employees to help carry out and reinforce our vision, mission and core values, yet we're often disappointed after they've come on board. We're puzzled because their resumes looked great—their skills matched perfectly, they worked for terrific companies, wowed us in the interview, and yet they still failed. What are we doing wrong? To unravel this mystery, Dr. Elizabeth Fried's presentation, *Hiring Superstars*, sheds light on this phenomenon, by providing some surprising answers.

Join Dr. Fried as she shares the latest hiring research that reveals the "secret sauce" for determining if a candidate is likely to be a top performer who is aligned with your organizational and talent management strategies. She'll provide new insight along with practical applications you can use immediately to evaluate your hiring strategies. You'll walk away with a clear roadmap for improving your hiring success that helps you save time, money, and aggravation during the process. In her interactive and engaging presentation, you'll learn:

- The single biggest reason why new hires fail
- How to determine what really constitutes success in your organization
- Why traditional behaviorally based interview questions can pave the way for candidates to snow you big time with well rehearsed perfect answers.
- What critical five questions to ask in every interview every time
- How to unearth the characteristics of top performers who represent your core values
- How to develop the right kinds of interview questions AND how to create a set of green light and red flag answers to guide your evaluation
- Why you need less than a dozen questions to find out all you need to know about a candidate's likelihood for success in carrying out your organizational strategy.

Value to Members

- Consistently attract and retain high performing employees who fit your culture by
 - Identifying what a high performer really "looks like" in your organization
 - Perfecting your interviewing skills
 - Streamlining your interview process
 - Writing compelling job posting ad copy that draws the right type of candidates



Dr. N. Elizabeth Fried, author, consultant, and [executive coach](#), has been president of N. E. Fried and Associates, Inc. since 1983. Ranked by CoachingGurus.net in 2012 for three years running as one of world's top 15 most influential coaches in the world, she has contributed chapters to *Coaching for Success (2009)* and *Extreme Excellence (2008)* as well as authored two books focused on human resources. Ms. Fried received her Ph.D. from The Ohio State University and serves as president of the San Diego Professional Coaches Alliance. A vibrant and informative speaker, she regularly addresses audiences on executive development issues. From 1983 to 2001, Fried conducted compensation research on a national scale and was quoted widely in such publications as *The Wall Street Journal*, *USA Today*, *The New York Times*, *Chicago Tribune*, *Washington Post*, *U.S. News and World Report*, *Ms.*, *Business Week*, and *Fortune Magazine*