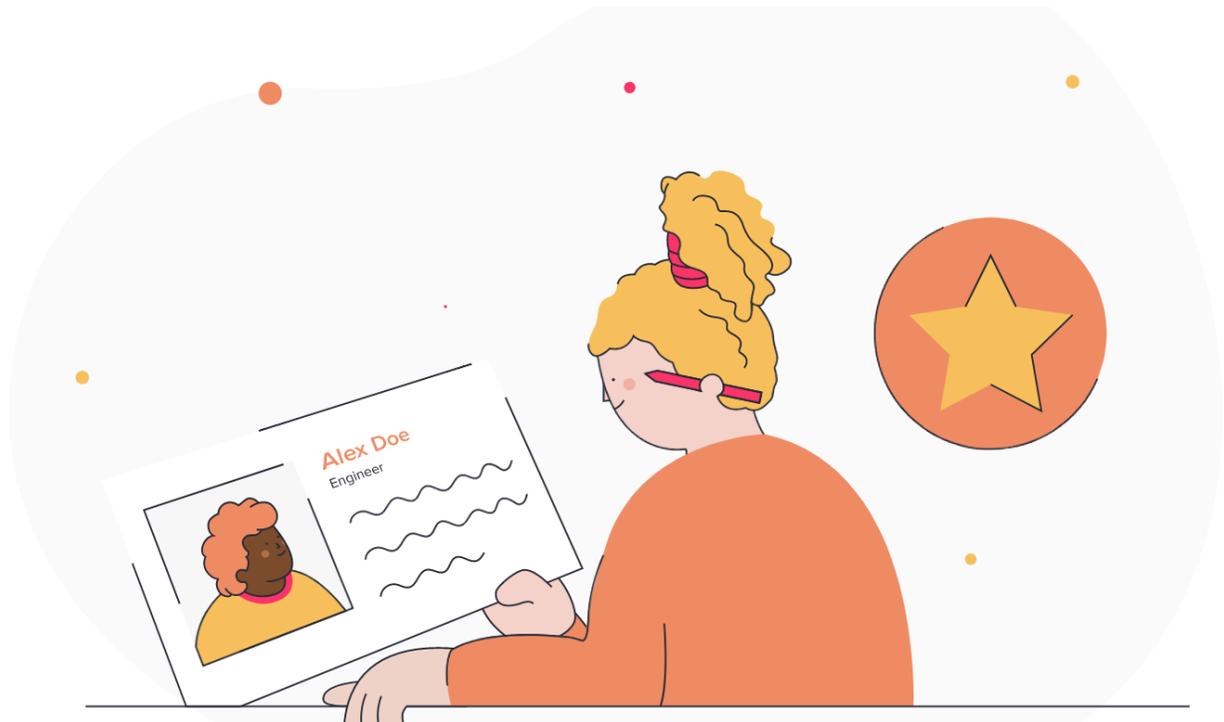# How to Use Fingerprint for Success for Talent Acquisition

- **The Importance of Motivations**
- **The Key X-Factors**
- **Job Description**
- **Screening Candidates**
- **Interviewing**
- **Candidate Selection**
- **Making the Offer**
- **Onboarding**

1. **The Importance of Attitudes and Motivations**

Talent acquisition involves looking for the ideal people to join your team and your organization. But why is it so important? Finding and hiring the right people is a key element of any organization, and it directly affects the company's future success. People are the driving force behind any business operation, will inform the organisational culture, and help to achieve goals!

As of 2020, 41.8% of the American workforce are working remotely and 70% of talent professionals say virtual recruiting will become the new standard.

Hiring the ideal talent can be tricky enough. When working and hiring remotely can add other layers of complexity, so how can you navigate this?

In the context of work, there is a significant focus on the extrinsic skills and experience of candidates, but so many people ignore or have to rely on their gut feelings to determine the intrinsic attitudes and motivations of potential team members which play such a significant role in the long term success in the role.
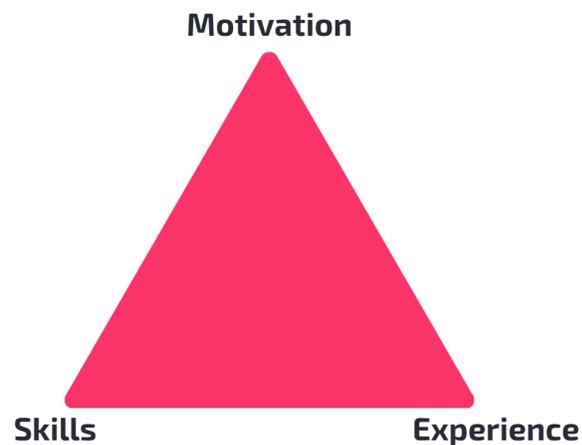
Think of the ripple effects of ignoring these attitudes and motivations in selecting the ideal candidate, retaining them and having them thrive in the role. Aside from wasting precious time, resources, and energy that goes into training, onboarding, signing on someone you thought was a good culture fit (but turned out to be anything but) can destroy team morale and potentially drive away top talent.

Did you know that the U.S. Department of Labor estimates the average cost of a bad hiring decision can equal 30% of the individual's first-year potential earnings and "Bad hires have cost Zappos over $100 million"

The problem is, the talent acquisition process is riddled with bias—you're human, after all. Thankfully, with the help of F4S, you can remove erroneous assumptions by relying on evidence-based insights into each candidate's motivations and predict how their work styles will align with or complement your team and its culture and goals.

The goal of this playbook is to help you attract, retain and hire the right talent in this new state of work by:

- **Removing Potential Bias**
  F4S delivers quantifiable insights based on 20+ years of motivational research, helping you reduce human error in the hiring process.

- **Expedite Candidate Selection**
  Automatically rank top candidates based on how well their assessment results match the predefined ideal motivations for the role.

- **Amplify Team Culture**
  Predict culture fit while highlighting the advantages of hiring someone different to boost diversity and performance.

Think of the ripple effects one wrong hire has on your organization. Aside from wasting precious time, costs and energy that goes into training, onboarding, signing on someone you thought was a good culture fit (but turned out to be anything but) can destroy team morale and potentially drive away top talent.

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Here's how:

2. **Identifying the Key X-Factors**

A huge focus at work is on hard technical skills, but the differentiator in productivity is actually attitude and communication.

By identifying the key attitude and motivational X factors for the role, you are able to attract, screen, and select the right talent for your team, saving you time, energy, and money.

Once you have identified the ideal attitudes and traits for your ideal candidate, it's time to craft the job description to attract the right talent!

Here's an example: *Wanting to hire for a sales role? Some key motivational X-factors may be Goal Orientation, Achievement, Affective Communication, Money and Breadth.*
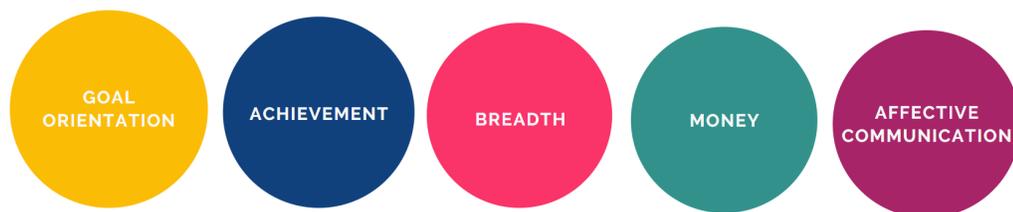
3. **The Job Description**

By identifying the key motivational X-factors of the ideal candidate, you can use this to inform the language within your job description that represents the ideal traits, behaviours, attitudes and motivations for the role to attract the best people.

As part of the application process and job description, share this link with the candidates and have them take their F4S assessment.

Here's an example: *We're looking for a high achiever, motivated by goals and sales targets, who is visionary in their thinking and approach and also empathetic and in tune with the emotions of others.*

4. Screening Candidates

After confirming the candidates have completed their assessment, <u>set them up in a group</u>, and you're ready to start screening!

Once you've set up the group, you can start to view and compare the candidates by "Motivational Groups" as shown here:

You can then start screening the candidates to predict and identify who may be the best fit based on the X-Factors identified for the role.

Here's an example across the motivation for Goal Orientation:

In addition, you can also use the Ranking Report to sort candidates based on how closely their results align with those of the top performers in their industry.

Ranking Report

1	Candidate 1	Match 83%	View Report
2	Candidate 2	Match 72%	View Report
3	Candidate 3	Match 70%	View Report
4	Candidate 4	Match 68%	View Report
5	Candidate 5	Match 66%	View Report

Hot Tip: *when managing a large number of candidates, to make your life even easier, you can set up an F4S Organisation. This way, you can take advantage of the features of being an **F4S Super User** like sending out a dedicated assessment link, automatically approve connection requests, and access candidate data straight away without needing to connect (and follow them up) with them on the platform.*

ORGANIZATION

$9.60 /mo/user

- ✔ View results for 48 motivational traits
- ✔ Connect and view results of friends
- ✔ Benchmark yourself and others
- ✔ Rank yourself and others
- ✔ Unlimited access to premium Coach Marlee programs
- ✔ View & compare unlimited team members
- ✔ View organization's aggregated F4S data
- ✔ Single Sign On (SSO) - SAML
- ✔ Admin control over data and members
- ✔ Bulk invite members
- ✔ API sync F4S data to other tools

5. **Interview Process**

   After you have screened your candidates and created a shortlist, it's time to start the interviewing process!

   Empowered with the data to ask not only technical questions but also questions related to their attitude and motivations to test for "compatibility" and accuracy of the results.

   For example, you can ask questions test the X Factor motivations:

   - **Breadth**: How do they react to high-level information?
   - **Goal**: How do they track their progress and milestones?
   - **Achievement**: What were some key achievements in their last role?
   - **Affective**: Are they animated in the way they communicate?
   - **Money**: Are they interested in the financial and revenue model of the business?
   - Creating a typical task for the role for the candidates to complete to test their abilities and work style.

6. **Candidate Selection**

   Once you've screened, interviewed and shortlisted your candidates, the final piece is to measure how well they will fit with the existing team and organisational culture, as well as the diversity they will add!

   Do this by adding your short-listed candidates to an existing group of your current team members.

   By using the Group Overview page you can use the *Affinities* and *Power of Difference* reports to show you where your candidates will likely bond with the team over shared motivations, where there might be friction, and how you can optimise both areas for success.

   - Click the **group** you have prepared and go to the "Overview"

   - Scroll to **Team Culture** and **Affinities** that explain it is the "Vibe and feel within your team"

TEAM AFFINITIES

Attitudes that generate energy, enjoyment and flow amongst team members who share them.

BREADTH

Energy for abstract, global, big-picture thinking and communicating.

RM FA CC NN KL LS JB RD AH SG EW AY NC JR

MONEY

Focus on finances and the commercial side of products, services and business.

RM FA KH CC LS JB PM AH CS NC JR

GROUP ENVIRONMENT

Productivity and enjoyment in working around groups of people.

RM KH NN KL LS AH SG EW AY NC

AFFECTIVE COMMUNICATION

Attunement to facial expressions, tone of voice and gestures in communication.

RM KH NN KL LS RD PM SG

- Scroll to **Power of Differences** to identify complementary strengths, unique team talents, diverse perspectives to be harnessed and areas for potential team friction.

POWER OF DIFFERENCE

Complementary Strengths. Unique team talents and diverse perspectives to be harnessed. Areas for potential team friction.

ALTERNATIVES	PROCEDURES
KL C NC	RD FA

INTERNAL REFERENCE	EXTERNAL REFERENCE
LS EW NC JR	AY RM

AWAY FROM PROBLEMS	GOAL ORIENTATION
R PM	RM

AFFECTIVE COMMUNICATION	NEUTRAL COMMUNICATION
RM NN RD +1 MORE	JR AY JB CC

SOLO ENVIRONMENT	GROUP ENVIRONMENT
C JR	AY SG AH KL NN

7. **Making the Offer!**

   Once you've screened, interviewed and selected your ideal candidate, it's time to make the offer!

   There are some key factors to consider when making the offer, such as acting quickly, agreeing on salary and other benefits, being ready for a counteroffer, drafting up a formal offer, and setting a timeframe for the decision.

   By using the data from their F4S assessment, you can gain valuable insights into how to best position the offer, creating a tailored, compelling and resonant offer that is aligned with their attitudes, motivations, communication preferences, and decision-making process.

   By doing so, you'll increase your chances of hiring your ideal candidate and avoid being left with the next best application or worse, having to restart the recruitment process, from scratch.

8. **Onboarding Your New Talent**

   The onboarding process begins as soon as an offer is accepted and is an important part of setting up your new team member for success by helping to settle into the role, the team and the culture of the organisation.

   Starting a new role can be overwhelming at times and F4S can enhance the onboarding experience to help your new hire feel like a valued member of the team resulting in increased happiness, engagement and performance.

   When employees are engaged 87% of them are less likely to leave their company. Meaning they are 5 five times less likely to leave compared to unengaged employees.

   Using F4S, you can support your new team member to understand their **individual** attitudes, motivations, strengths and blindspots in the context of their key goals, milestones and the expectations of the role by taking them through their F4S results.

   To take this to the next level, running a [team dynamics workshop with Fingerprint For Success](#), can and accelerate this "getting to know you" phase by highlighting

the collective attitudes and motivations of the team will help to acclimatise new team members to the culture of the team, and how to best navigate the team strengths, blind spots, preferred work and communication styles.

Onboarding doesn't stop there!

As your new team members mature into the role - it's normal for them to come up against challenges as part of the learning process. With continued support, coaching and awareness of blind spots, you can help them to optimize their talents and ultimately create high performing individuals and teams!

Here's to your best and highest success!

Other Resources and Guides to support:

[**Why using data analytics is the key to hiring the best talent when hiring remotely**](#)
[**Why using a Success Factor approach to modelling 'human excellence' is the Future of HR**](#)
[**Why is cognitive diversity important in the workplace in the future of work?**](#)
[**How companies can use data to measure and scale wellbeing for leaders and teams**](#)
[**How to use data to measure and scale your company culture**](#)
[**How to manage miscommunication and conflict in remote and distributed teams**](#)