

# STAFF DEVELOPMENT SERVICES

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# Hiring & Coaching

## Welcome!

This is our first Staff Development Services Newsletter. It has been in the planning stages for quite awhile but we finally decided that it is too important to keep on the back shelf any longer. Our goal is to send out a brief bi-monthly newsletter with information that will make finding the right people for your firm easy and successful.

It has been said that necessity is the mother of invention and this certainly holds true for the

Simmons Personal Survey. John C. Simmons, Jr., a management consultant, developed this instrument nearly 40 years ago. He found that he would teach people skills, but they continued to fail at their job.

Why?

What he discerned was that their emotional characteristics were of more importance to their success than their skills. As he studied the tools available he found they were not suitable to make the distinction be-

*“ When you hire people who are smarter than you are, you prove you are smarter than they are.”*

R. H. Grant

tween someone succeeding or failing in a given job. So he developed his own instrument that matched a person's emotional characteristics to the characteristics of the job — The Simmons Personal Survey.

## Spreading the News!

The first quarter of 2003 has been very busy here at Staff Development Services. Word of mouth is by far the best marketing tool a business can have and it certainly has worked for us. **Thanks to all of you for spreading the news.** Our client list continues to grow as the effectiveness of this

instrument spreads. With every survey we do we learn more about the power of this great tool. And we will never stop learning as we take our job of matching the right people to the right job very seriously. Not only do we feel a great responsibility to you, but we also feel a responsibility towards the job applicant.

We will soon be asking you to help us improve even more. We want to know who you've hired based on our results and how are they performing. This will probably be done with a simple checklist that will take little of your time. You will hear more later.



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Matching the Right Person  
to the Right Job

## Welcome to these new clients

Sawaya, Rose & Sawaya — Denver, CO

McWhirter, Bellinger & Assoc. — Columbia, SC

Robert DeBry & Assoc. — Salt Lake City, UT

Nursing Home Justice Center — Las Vegas, NV

Karl Truman Law Offices — Jeffersonville, IN

Law Offices of James R. Omer — Nashville, TN

Law Offices of James Sokolove — Boston, MA

Frickey Law Firm — Lakewood, CO

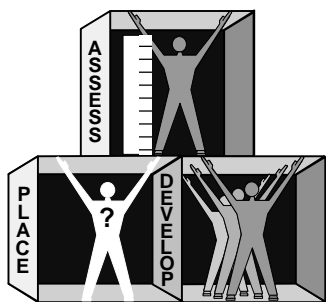
Cohen & Dwin — Baltimore, MD

Kalfus & Nachman — Norfolk, VA

We're on the Web!!

At [www.staffdevelopmentservices.biz](http://www.staffdevelopmentservices.biz)

## Your Result is only as Good as Your Administration!!!



We cannot stress how important the administration of this survey is. And we hope that the person responsible for administering the survey will take a few minutes to read this as a review. As most of you know it is really very simple and like anything else the more you do it the easier it becomes. However, remember that regardless of how many times you have administered the survey, it is the applicant's first time to take it. Equate this to a doctor explaining open-heart surgery — he has explained it hundreds of times but it is the patient's first time to hear it. Don't leave out anything!

Remember to tell the applicant:

- 1) Relax. You cannot fail this survey. It only matches your characteristics to those required to be successful at this job.
- 2) Be honest. Don't take too long when marking your choices. Your first choice is the best one.
- 3) You cannot manipulate this survey. If you try you will make yourself look foolish instead and waste this firm's money.
- 4) Make sure you mark at least 60 words on each page. And make sure the answer spaces are darkly filled with no stray

marks.

Things you need to remember:

- 1) Always print an original form since photocopies will not work.
- 2) Fax only the two pages of the survey. Cover sheets are not needed.
- 3) Be certain to send us the name of the job applicant and for what position they are being considered.
- 4) If this is the first time you have tested for a particular position be sure to send us the characteristics of the job and the work environment.