

**From The Flintstones to The Jetsons:  
7 Steps to Modernize Your Stone Age People Practices and Win the War for Talent  
in Our Digitally Connected, Globally Oriented World**

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## **Session Outline, Outcomes, Resources and Real Results**

**This is a training outline for our first ever public workshop consisting of seven weekly, live sessions of 90 minutes each, via GoToMeeting.**

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Session 1: The PGS Job Description - Your Secret Weapon to Hiring the Best and Holding them Accountable for Top Performance



Did you know that 44% of hiring managers reported being disappointed with their last hire, according to a recent study by Hudson Recruitment? This is an extraordinary statistic considering that the cost to replace staff is between 50 - 200% of an their annual salary.

Did you know that up to 80% of the global workforce is only mildly engaged to actively dis-engaged from their work, which according to the Gallup Organization could be costing you up to 1/3 of their annual salary in lost productivity for every dis-engaged staff member?

**What do these two startling statistics have in common and how can we solve both challenges?**

Job descriptions! You read that right - job descriptions. By reinventing and more effectively utilizing our job descriptions to not only hire top talent, but also to better measure and manage performance with far less stress on the part of the manager.

Old school job descriptions consist of a laundry list of tasks - day to day duties and responsibilities that tell the employee what they have to *do* instead of what we expect them to *achieve*. This directly leads to hiring the wrong person because:

- These boring job descriptions (used as the basis for job ads) do not attract the right candidates. Top talent look for roles that will challenge and inspire them - and they breeze right past yours if it doesn't immediately do that.
- Hiring managers try to match these task based job descriptions with the skills and experience of the candidate. Unfortunately, just because someone has X number of years *doing* the tasks listed on the job description does not mean they were successful in *achieving* the results we need from their role.

Old school job descriptions are also completely ineffective at managing performance. Once we hire, these 'set and forget' job descriptions provide no measurable criteria by which to hold our staff accountable. Many companies try to compensate for this by setting goals, objectives or KPIs, separate from the job description. This is not only confusing and a duplication of effort, most



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managers are not adept in setting effective objectives and / or the objectives are not measured and managed frequently enough to drive effective results.

The solution? Using a **PGS Job Description** to both hire and measure / manage performance.

The PGS Job Description includes:

- The **Purpose** of both the company and the role to win the hearts and minds of top talent during the hiring process and to keep them focused on **why** they are doing what they are doing and why their role is critically important to their team, the organization's customers or the community at large.
- The **Goals** or outcomes that are required to be successful in the role and how their success will be measured.
- The **Strengths** or competencies required to successfully achieve these goals.

### You Will Learn

This session will teach you how to effectively write a PGS Job description and use it to both hire top talent and hold them accountable for consistently achieving results, with much less effort and stress on your part.

### Outcome

By the end of this session you will have written one PGS Job Description which you can use as a framework for future JDs.

**Resource:** You will receive a soft copy of a PGS Job Description template, along with a number of examples of real PGS Job Descriptions from current clients.

### Real Results

*"In 25 years of owning the business I have never seen the calibre of candidates we are attracting now using the PGS Job Descriptions."*

**Mark Hunter**  
CEO  
Hunter Express



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### Session 2: 64 Ways to Source 64 Candidates

Are you still primarily relying on job ads and recruiters to fill open roles? If so, you are restricting yourself to looking primarily at average to below average candidates for your open jobs because these traditional methods target people who happen to be looking for another job **at that very moment**.

Guess what percentage of those people are considered **top of their field**? Only about 5%. That's right - only about 5% of individuals actively looking for work at any given time are at the top of their game.



So you end up spending a lot of time kissing frogs to find that prince or princess...many times realizing after you hire them that they really are just a frog after all.

And the cycle begins again...

You want to achieve your goals, right? And you want to do this without having to spend a lot of time and effort getting people to lift their performance or to behave better. Does it make sense to hire mediocre people? Of course not!

In order to break this vicious cycle we have to learn to 'play the long game' - to properly project the number and type of people we need to hit our business goals both now and into the future. We also need to learn how to 'always be recruiting' - even when we are not hiring. Only then can we be sure that we are reaching the best of the best - not just the best available at that moment.

#### You Will Learn:

- The fundamentals of workforce planning
- The 5 broad categories of sourcing top talent in the 'Social Age'
- How to use your own website as well as LinkedIn, Facebook and industry forums as talent magnets

#### Outcome

You will develop strategies that you can use immediately to cast a wider net into the talent pool.

**Resource:** You will receive *64 Ways to Source 64 Candidates* (A list 'outside the box' methods to source top talent.)



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## Session 3: To Woo or Not to Woo

In this increasingly short candidate market, hiring the right person is a combination of screening out the bad and wooing the great. We will cover both in this session.

### You will learn:

- How to save time and eliminate interviewing the wrong person by using innovative pre-screening techniques - before the first interview is booked
- How to plan and conduct a flawless interview every time that not only gives you a clear idea of whether they are right for the role, but also gives you foolproof ways to determine (and sell them appropriately) what they are looking for in their next role



### Outcome

You will have a thorough understanding of how to plan, prepare for and conduct a flawless interview that will help you screen out the bad effectively and efficiently and woo the great candidates.



**Resource:** Complete Interview Framework and Handbook (based on my personal experience of interviewing over 5,000 people)

### Real Results

*"Kim helped Consult Australia to refine our hiring and induction processes and I found the engagement highly useful. We have had better success with candidates since using the new job ads and have a lot more rigor around our interview process. Money well spent to reduce the risk of hiring the wrong candidates! We even had candidates apply for positions since then simply because our job ads were so well written!"*

**Megan Motto**  
CEO  
Consult Australia



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## Session 4: Evidence Based Interviewing



Have you ever interviewed Dr. Jekyll and had Mr. Hyde walk through the door? If you have it's probably because you made one of three common mistakes most hiring managers make at some point.

### You will learn

In this session you will learn how to avoid these mistakes by gathering evidence of what the candidate has done in the past. Because after all...it's not what the candidate 'would do' it's what they 'did do' in the past that is a much better indicator of what they 'will do' for you.

Evidence Based Interview Questions (based on the PGS Job Descriptions developed in Session 1) and thorough and truthful reference checks - from actual former employers and not their friend Mike down the street - are the only way that you can get a clear picture of your potential new hire - the good, the bad and the ugly.

### Outcome

You will walk away from this session having a thorough understanding of how to develop, ask and get truthful answers to interview questions that are specifically designed to match the suitability of the candidate to the role and company. You will also understand how to complete a thorough and truthful reference check on candidates.

You will gain experience in designing great questions to elicit answers to determine whether or not candidates are the right fit for the PGS Job Description you completed in Session 1.

**Resource:** Bank of Evidence Based Interview Questions and Reference Check Template

### Real Results

*"Okay, I knew your stuff was gold - but your stuff is GOLD!"*

*After all of the interviews and back and forth, we ended up hiring someone for the Digital Content Production role who is perfect. ...normally, we would have hired one of the other two guys we were looking at. But after writing out the JD and going through it with them, we realized he was the right choice.*

*Meanwhile, one of the other guys has a solid sales background - so we offered him a BDM role. Wrote out the JD. Offered him a totally reasonable - and quite high - package. And he*



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*flipped. He couldn't cope with the fact we weren't telling him day-to-day what he had to do. He couldn't cope with the fact that his KPIs were mandated from the outset.*

*So, we decided not to hire him. **Saving ourselves not only a \$90k base salary** - but what would have been a nightmare couple of months working with someone who didn't want to do the work.*

*Everyone in the company is in awe. We're all like - **OMG! WE HAVE A SYSTEM THAT WORKS!***

*So **THANK YOU** - your stuff has been hugely beneficial."*

**Leela Cosgrove**  
**CEO**  
**Strategic Anarchy**

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### Session 5: Emotional On Boarding

22% of employee turnover occurs in the first 45 days of employment. You only have one chance to make a first impression.

The first few weeks are critical to a new hire's success.

#### You will learn

In this session you will learn how to ensure that they emotionally disconnect from their old job and connect to yours as quickly as possible by helping them become as productive as possible and helping them feel like part of the team.

Effective on boarding begins with the offer and has **nothing** to do with paperwork, computer passwords or ID badges.

#### Outcome

You will have a thorough understanding of the 2 key components of a successful on boarding process and a framework and checklists to help you design your own system that works.

**Resource:** Emotional On Boarding Framework and Sample Checklists



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### Session 6: Mind Reading for Managers

Once you have the right people on board you must keep them engaged and productive. Replacing staff is expensive. It costs between 50 - 200% of an employee's annual salary to replace them. But having unproductive, demotivated employees is also expensive. Gallup estimates that every employee who is not fully engaged costs you 1/3 of their annual salary in lost productivity.

Research shows that the best way to ensure that your staff are fully motivated, engaged, productive and consistently perform at the highest levels is to have regular communication with them about those things that matter to them. A Towers Watson study revealed that companies with communication systems like these outperform their peers by a factor of 1.7.



Unfortunately, most managers don't talk to their staff enough, don't know what to talk about or how to talk to them.

That's why we have developed the 5 FOCUSed Conversations for Greater Employee Engagement and Productivity framework.

These 5 conversational topics target the sweet spot where the needs of the organization intersect with the needs of the staff.

These 5 conversations will also enhance (or completely replace) your outdated, ineffective and extremely expensive performance review / appraisal processes.

#### **You will learn**

In this session you will learn what the 5 FOCUSed Conversations entail and how to implement them to manage their performance (using the PGS Job Description developed in Session 1). You will also learn how to use them to uncover their motivations, leverage their strengths, manage and mitigate their weaknesses and talk earnestly about the career development plans.

#### **Outcome**

You will have a proven, easy to apply framework for structured one on one conversations with direct reports - guaranteed to increase employee engagement and productivity.



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**Resource:** Mind Reading for Managers book, FOCUSed Conversation Calendar, Conversation Starters

### Real Results

*"I took over the Electrical Section around the time the company engaged Ignite Global. At that time our section had the highest employee turnover in the region, the lowest employee engagement scores and the lowest profitability per head. I knew something needed to change and adopted the concepts Kim taught straight away. We now have the lowest employee turnover, highest engagement scores and highest profitability per head in the region."*

**Yogesh Maharaj, Principal**  
**Building Services Section Manager for Sydney Region**  
**Northrop Consulting Engineers**

*"We've successfully used the Mind Reading for Managers / 5 FOCUSed Conversations program to completely replace our annual performance appraisals. No one liked our old system and it was very time consuming for both managers and staff.*

*Not only did this program achieve our goal of eliminating performance appraisals, we immediately noticed a reduction in re-work after implementing this program, which has a direct impact to our bottom line.*

*Even our most skeptical of managers has come to embrace the monthly conversations."*

**Robert Shelton CPA, CTA**  
**Managing Director**  
**DFK Everalls**

*"For the first time in years our performance reviews were completed in a more timely manner, with little chasing up with the managers. Not only that, instead of just checking boxes there were actual development plans that had been documented and discussed."*

**Michelle Goade**  
**HR Coordinator**  
**Lactalis American Group**



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## Session 7: Implementation Week

Our last session will be open discussion where I will facilitate a discussion with the group to use the frameworks and tools you have just learned to solve any people challenge (past, current or anticipated) in your business.

## Who This Program Is For

This 7 session, live, online series is designed for business owners and people managers who want to increase their bottom line and decrease their own workload and stress by:

- Hiring better quality candidates to do the job more effectively with less supervision
- Reducing employee turnover or churn
- Increasing employee engagement and motivation
- Increasing employee productivity and performance
- Enhancing or eliminating the annual or bi-annual performance review / appraisal systems

**This program is suitable for small organizations who cannot justify an in-house training program as well as for larger organizations who want to take this content / approach for a 'test drive'.**

## Who This Program is NOT For

This program is NOT for business owners or people managers who are wedded to old school methodologies. This program **will** challenge conventional wisdom (it will also be a lot of fun!)

## Why This Program Works

Our clients tell us that our programs work because they break some very complex issues / concepts down into practical frameworks and easy to use tools. The results speak for themselves.



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## Investment

When you enroll into our first ever public workshop you will receive:

- Seven, 90 minute live sessions (delivered via GoToMeeting and beginning end of January 2017) including 60 minutes of content and 30 minutes of question / answer per session
- PGS Job Description Template and Examples (Your secret weapon to hiring the best and holding them accountable for top performance)
- 64 Ways to Source 64 Candidates (A list of outside the box methods to source top talent)
- Interview framework and handbook, reference check template and bank of 'Evidence Based Interview Questions' based on my personal experience interviewing over 5,000 candidates
- On boarding framework and checklists
- Mind Reading for Managers book complete with over 30 tools and exercises to embed the 5 FOCUSED Conversation framework into your organization
- A sample calendar to help you break the 5 FOCUSED Conversations down into bite sized chunks and to roll them out over a 12 month period
- A list of Conversation Starters designed to help you get the ball rolling in each of your one on one conversations with direct reports

Additionally, **if you secure your place by December 15th** I will include:

- A 20% discount for early bird registration
- A 60 minute, one on one strategy session with me
- Ditch Your Annual Performance Reviews Insight Paper citing research on what companies like Deloitte, Adobe and GE are doing in lieu of their annual performance review process

This total package includes:

- \$2,500 worth of training per individual
- Over \$5,000 worth of resources if sold separately
- \$500 individual strategy session

For being part of my first ever public workshop **I am offering this to you at an investment of only \$1,250 per person - \$997 if you register by December 15th.**

**NOTE:** This price is per person - not per site. If you would like to speak with me about a volume discount for multiple people per company please contact me directly.

**This price will go up significantly in the future - so don't delay!**



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## **Dates / Times**

### **Tentative Dates (Based Upon Participants' Availability)**

#### **Australia:**

Time (Sydney): 9 - 10:30 AM

Dates:

- January 27
- February 3, 10, 17
- March 3, 10, 17

#### **US:**

Time (New York): 5:30 - 7:00 PM

Dates:

- January 26
- February 2, 9, 16
- March 2, 9, 16 (Time for 16th 6:30 - 8PM due to DST)



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## About Us

Ignite Global is an international Consulting and Training firm that helps companies hire, inspire and retain top talent by disrupting outdated human capital practices and replacing them with Social Age Talent™ Solutions required to compete in today's digitally connected, globally oriented world.

Ignite's Founder and CEO, Kim Seeling Smith began her career as a CPA and Management Consultant with KPMG, then subsequently spent 15 years managing international recruitment firms. During this time Kim personally interviewed over 5,000 people, making her one of the world's leading experts in hiring top talent.

This experience also gave her a front-row seat to study why some companies are great at attracting and engaging top talent while others constantly struggle with low employee performance and productivity and high employee turnover.

Kim founded Ignite Global in April, 2009 and has spent the last seven years working with large and small organizations who are willing to shatter old school paradigms and embrace new and much more effective ways of attracting and engaging staff.



### Recent Projects Include:

- **Author** of *Mind Reading for Managers: 5 FOCUSed conversations for Greater Employee Engagement and Productivity*
- **Co-author** (with personal development guru and mega author Brian Tracy) of *101 Great Ways to Enhance Your Career*.
- Invited to **judge 2012, 2013 & 2014 Australian HR Awards and 2014 Middle East HR Excellence Awards in Dubai**
- Appointed as a Subject Matter Expert to advise **US based, multi-national financial services firm's** global Senior Leadership Project Team on increasing employee engagement within the company.
- Engaged by **Fortune 500, high tech firm** to design a **250 piece, talent life cycle program for their 35,000 Value Added Resellers**. This included reviewing all externally sourced content and supplementing with original thought leadership.



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