



Caswell **CORPORATE COACHING** Company
Ottawa Tampa Sarasota Guadalajara

S E M I N A R

Hiring Made Right

Bill Caswell, B. Eng., P. Eng., principal of CCCC, was previously a founder and CEO of three high technology enterprises. Bill was the President



of the SPS division of a \$1 billion conglomerate. SPS, an information technology company, was located in Ottawa, Toronto, Halifax, Seattle and Guadalajara Mexico. Earlier, as a design engineer, Bill was responsible for inventions in the radar and process instrumentation domains. He spent his early career with the Guided Missiles Division of Pan-Am Airways, helping launch 200 scientific rockets per year into the upper atmosphere for NASA. Besides English, Bill speaks Spanish. He is the author of many technical papers and 15 books. Bill, an avid downhill skier, is also an opera lover and a construction builder.



The Respect Revolution

The 2,700 pages of this 12-volume book series guides a business to **Excellence** and keeps it there.

Don't miss this chance to hear the author of the landmark book series speak. The executive seminar series is geared towards leaders, showing how it is possible to make any corporate engines hum smoothly by setting simple mechanisms in place.

A business approach, that has been over 30 years in the making, has arrived.

Ottawa - June 14, 2012 - 8 AM - 12 Noon

Half of the people you hire don't work out¹.

Is there any other aspect of your business that is so bad?
Do half of your shipments not work out?
Do half of your purchases not work out?
Do half of your production runs not work out?

47% failure is completely and utterly unacceptable!

THIS IS CORRECTIBLE!

You can do something about it because half of the people in the world are not bad. What is bad is the match between your requirements and the assumed ability of the prospect to fit those requirements.

Doesn't anyone know what to do? Or are we to continue to believe it is hopeless?

Answer: Yes, some people know what to do. It is related to clearly understanding human behavior, motivation, temperament, emotions, and human self-protective measures. 12 years research and a Nobel Prize-winning psychologist all point to workable answers, whose repeatability you can count on.

In this seminar, take home tips that will dramatically change your hiring approach, ranging from:

- How you describe the job
- How you word the ad for the job
- How you vet the resumes five times more quickly
- How you interview
- How you select and reject (for the right reasons)
- How you allow objectivity to overrule emotions in your personnel decision-making
- Once you bring on the employee,
 - How to set measurable goals
 - How to make the employee accountable
 - How to motivate
 - How to reward (pay and bonuses)
 - How to encourage non-performers to leave on their own
- How you bridge the gap between the hiring practices you had before and what you should be doing now

Take Home

(a) booklet (b) Discount certificate equaling the price of this seminar.

Location

Ottawa - The Sheraton Hotel - Downtown, 150 Albert St. - Executive Boardroom.

Price

4-hour event - \$399.00 each including HST, payable by cash or cheque. We will invoice you.

1. Statistic: In North America, 47% of new hires leave the job in 12 to 18 months.



Caswell **CORPORATE COACHING** Company
Ottawa Tampa Saratov Guadalajara

S E M I N A R

Registration

Seminar Title **Hiring Made Right**

Location / Date Ottawa - June 14, 2012 - 8 AM - 12 Noon

Attendee

Position

Company

Contact Person Same as above or

Contact Info

Phone Number

Email

Price 4-hours - \$399 each including HST

Return filled form to:

Email: ubilkhu@caswellccc.com

Fax: (613) 233-1805

Tel: (613) 233-1243