

Persuasion Strategies

Using the science of thinking and behavior in talent selection

When hiring for a Business Development Manager, Persuasion Strategies utilized ESP to help them compare candidates and select the one that was the best match for their company culture and the unique needs of the role. As communication experts, the Persuasion Strategies hiring team relied strongly on their ability to interview candidates and gain insight about candidate skills and work styles. ESP integrated seamlessly with their existing hiring process, and provided an extra level of data to better understand candidate responses and tendencies.

WHO THEY ARE

Persuasion Strategies is a small consultancy group for the law firm Holland and Hart, LLP, one of the largest law firms in the Rocky Mountain West.

Persuasion Strategies was seeking to hire a replacement for their Business Development Manager who would be responsible for managing the group's marketing and business development initiatives and general business administration.

In a tight-knit team environment, it was imperative that Persuasion Strategies hire and retain team members who both exhibited the requisite experience and expertise and who would demonstrate cultural fit within a small, fourteen-member team.

CUSTOMIZING THE ESP PROCESS

ESP starts with a customized Job Analysis, a process designed to define clear expectations for the role, identify how the position fits with the company culture, and then translate those needs into the ESP attributes.

Because Persuasion Strategies' existing Business Development Manager was leaving voluntarily, they were able to create a customized Job Analysis based on her personal perceptions of her past position, and have her identify the Motivators and Aptitudes that would be crucial to her replacement's success.



“ESP helped us pinpoint and define how our needs for this position had changed and the kinds of qualities we wanted in a new hire.”

–Kevin Bouly,
Ph.D. Litigation Consultant,
Persuasion Strategies

HOW PERSUASION STRATEGIES UTILIZED ESP

Using the previous manager's ESP results, a review of the Job Description, and an in-depth consultation with an Emergenetics International ESP expert, Persuasion Strategies redefined the position in a way that differed from their original vision. "In the course of thinking about a replacement, we realized that because of our past Manager's ability to implement strong processes and systems, we were in a position to adapt and think about how to grow from there. ESP helped us pinpoint and define how our needs for this position had changed and the kinds of qualities we wanted in a new hire," says Bouilly.

ESP streamlined the hiring process for Persuasion Strategies by providing a structured and formalized framework for gathering fundamental information about the position. This straightforward process enabled the hiring team to identify the characteristics that would be critical for success in the Business Development Manager position.



Previous Manager's
ESP Results



Review of
Job Description



Job Analysis
with ESP Expert



Selected for job fit
and performance

RESULTS AT PERSUASION STRATEGIES

JOB ANALYSIS CONSULTATION

Emergenetics International's ESP experts worked collaboratively with Persuasion Strategies to find the best way to introduce the ESP System into their hiring process. ESP's tailored, consultative approach helped Persuasion Strategies better discern their job needs and evaluate candidate results.

EASY INTEGRATION TO CURRENT HIRING PRACTICES

As communication experts, the Persuasion Strategies hiring team relied strongly on the candidate interview and their ability to gain insight about an applicant's skills and work styles. ESP provided an anchor to facilitate a better understanding of candidate tendencies and responses, and a foundation for a more pointed interview process.

As a whole, ESP was a factor in Persuasion Strategies hiring a strong, capable candidate that is still with the company and excelling in her role.



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DATA TO
BETTER
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PERFORMANCE**

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