

# Culture-fit and Selecting Talent

**Finding and keeping top talent** is critical to the success of any organisation. In today's job market, keeping great people is more difficult than ever. To select great people, you need a strategy that identifies applicants who:

- **Can do** the job
- **Want to** keep working in your organisation
- **Fit in** with your organisation's values.

When selecting candidates, most organisations check the fit between the person and the job. If done well, this ensures you hire a person who can do the job. This fails to guarantee that you select a person who wants to keep doing the job in your organisation. To do that, you must focus on **culture-fit** as well as **job-fit**.

**Culture fit:** People connect with cultures, not just jobs. An organisation's culture plays a key role in attracting and keeping great people. A person who leaves your organisation to work for someone else, doing basically the same job, for approximately the same amount of money, is an example of the power of culture.

Here is some other evidence:

- In '**The War for Talent**', Mc Kinsey report that the top 200 executives in 77 major companies rated these factors as essential to stay at their company:

|                      |      |
|----------------------|------|
| Culture and Values   | 58%  |
| Freedom and Autonomy | 56%  |
| Exciting Challenges  | 51%  |
| Well Managed         | 50%. |

- Duke University's Fuqua Report on business graduates uncovered reasons they join a company are opportunities for personal growth and the culture.
- Jac Fitz-Enz, HR expert at the Saratoga Institute, found that the top two reasons people leave a company are their manager and the culture.

So **Culture-fit** plays a key part in attracting, choosing and keeping talented people to ensure the continued success of your organisation.

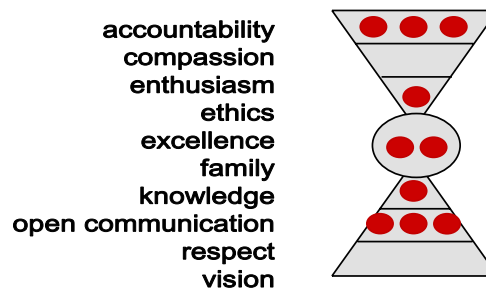
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There is a way to easily **measure the culture fit** between your organisation and talented people using **Cultural transformation Tools** ®. These are a set of:

- Web based questionnaires with simple choice format
- Customised to your organisation or using standard templates
- Which take 15 -20 minutes to complete
- With charts produced quickly and with an optional narrative report
- With questionnaires available in English and other languages.

The values words chosen in the questionnaire are mapped on to 7 levels of personal and organisational consciousness to produce charts with values plots:

## Mapping Values: How values are plotted



**Culture fit** values questionnaires completed by work team and candidates show:

- Personal Compatibility
- Current Cultural Compatibility
- Desired Cultural Compatibility
- Potential Values Contribution.

By comparing a team values assessment with each short listed candidate's individual values profile, the quantitative and qualitative cultural and personal fit can be identified. This can be confirmed through feedback and review sessions with individual candidates and the work team.