

# Motivation-Based Interviewing:

## *Interviewer Training For Hiring High Performers*



**PRESENTER: CAROL QUINN**

*(Creator of Motivation-Based Interviewing)*

No one knows more about selecting passionate, driven employees who achieve great results than Carol Quinn. Carol's interviewing methodology is used all over the world. Her expertise is well established. Carol's motivation-based interviewing workshops are practical and the principles that she teaches are relevant to anyone organization in pursuit of excellence.

“*Motivation-Based Interviewing will enable you to assess each candidate's level of self-motivation and quickly identify a high achiever. Don't make a hiring decisions based on a "gut feeling" or even skills alone – learn from Carol Quinn and hire only the best.*”

**KEN BLANCHARD,**

Coauthor of *The One Minute Manager*®

**Properly trained interviewers using an effective interview process are 86% more likely to make successful hiring decisions. Are you ready to hire High Performers?**

### **MBI Course Objectives**

**You will learn:**

- How to accurately identify a genuine high achiever.
- The 3 essential attributes that ALL high performers have in common.
- The best predictor of future job performance. Here is a clue: It's not job skills.
- How to correctly assess motivation.
- What motivation-based interviewing is and why it's the most effective interviewing method.
- How to put an applicant at ease so they speak more freely with you.
- How to write and ask effective interview questions.
- Why and how high achievers are able to consistently produce extraordinary results.
- The common mistakes that often lead to poor hiring decisions.

### **Key Benefits**

**You will leave the workshop with:**

- A quantitative method for assessing an applicant's *attitude and passion*.
- The knowledge required to compose powerful interview questions and create customized interview guides.
- All of the criteria and knowledge necessary to implement the motivation-based interviewing 'Hire ONLY High Performers' hiring standard.
- Concrete ways to decrease turnover.
- The tools required to make an immediate improvement in your organization's quality-of-hire, productivity and profitability.
- A better understanding of how poor performers are hired and how to avoid them!
- Awareness of additional free resources and tutorials.

**WORKSHOP LOCATION:**  
*Delray Beach, Florida*

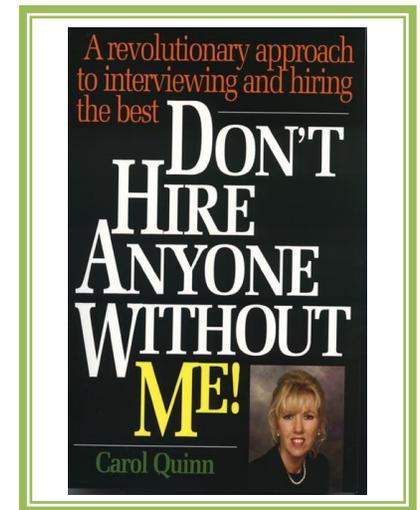
**FOR WORKSHOP DATES & REGISTRATION:**  
Visit: [www.HireAuthority.com](http://www.HireAuthority.com)

## Why Is This Course Unique?

Motivation-Based Interviewing is the ONLY interviewing method that enables you to assess the 3 components common to ALL High Performers. Most interviewing methods, and interviewers, focus on assessing an applicant's level of skill. This is a very one-dimensional picture, not to mention, an ineffective way to select the best. 'Skill' simply means a person can do the job. It does NOT mean they will do it better than anyone else.

Motivation-Based Interviewing, or "MBI" for short, is better at assessing an applicant's level of motivation to do the job you're looking to fill. Motivation assessment is not a new concept, however, assessing it correctly is!!!

Motivation assessment cannot be done by asking an applicant "Are you motivated?" because 100% will say "Yes", whether they are or are not. And just because you see signs of drive or initiative doesn't necessarily mean the applicant will be highly self-motivated once hired. This training teaches interviewers why high achievers go above and beyond while most others stop at 'average' job performance. In order to distinguish a genuine high achiever from a polished pretender, one needs to have a solid understanding of the process of achievement.



### FREE Copy

Attendees receive a FREE Copy of Carol's book titled "Don't Hire Anyone Without Me!" A revolutionary approach to hiring the best" Start reading [Chapter One](#) now.

## Agenda-at-a-Glance

- Section 1 - UNDERSTANDING High Performers  
*Attitude & Motivation*
- Section 1 - UNDERSTANDING High Performers  
*Passion & Motivation*
- Section 2 - IDENTIFYING High Performers  
*Writing/Asking Effective Interview Questions*
- Section 2 - IDENTIFYING High Performers  
*Assessing & Information Gathering*
- Section 3 -HIRING High Performers  
*Practice Hiring Exercise*
- Section 3 - HIRING High Performers  
*Your MBI Interview Guide & Additional MBI Resources*

### THE DIFFERENCE BETWEEN THE ONE & TWO DAY WORKSHOP

The One-Day Motivation-Based Interviewing workshop is a fast-paced training class that models the MBI Onsite training taught by Corporate and Contract Trainer. It is the full MBI training program.

The Two-Day MBI workshop is a stretched-out comprehensive version that offers more time for robust class discussion. It's taught only by Carol Quinn and includes an excellent BONUS section titled "Creating A Maximum Performance Organization". Many people like the pace of the longer program...if they have the extra time.

# Motivation-Based Interviewing

## 1 & 2 DAY WORKSHOP AGENDA

### **UNDERSTANDING High Performers**

- Learning how High Performers are able to achieve better results.
- Discover what really stops achievement from happening.
- Understand the role “Attitude’ plays in success/failure.
- Fun exercise: Music Test
- Learn the science behind Attitude.
- Learn about the powerful natural self-motivator of ‘Passion’.
- Learn why talking someone into liking a job doesn’t make them more motivated.
- Learn the 3 components shared by ALL High Performers.

### **IDENTIFYING High Performers**

- Learn how to assess motivation correctly.
- Learn how (and practice) writing effective interview questions.
- Find out how to assess and score an applicant’s – Skill, Attitude and Passion.
- Learn why an applicant’s predominant response to adversity is one of the best predictors of future achievement and success.

- Find out why skill level doesn’t always equate to job performance level.
- Learn a technique for exposing an applicant’s Passion...even when the applicant doesn’t know.
- Learn about the common mistakes MBI interviewers can make and how to avoid them.
- Learn how to leverage the interview relationship so it works to your advantage.
- Discover interviewing techniques that get applicant’s confiding in you.

### **HIRING High Performers**

- Learn the motivation-based interviewing criteria for the ‘Hire ONLY High Performers’ hiring standard.
- Review the motivation-based interviewing interview guide.
- Practice interview. Make a consensus hiring decision and receive feedback.
- Learn about Legal Do’s & Don’ts tutorial that can help interviewers avoid litigation.
- Discuss how to get started using MBI.
- Learn about additional interviewer resources.

### **BONUS – Creating A Maximum Performance Organization (2-Day Workshop Only)**

- Comprehend how untrained interviewers making bad hiring decisions are costing companies millions in lost productivity.
- Understand the link between hiring and turnover.
- Learn how a company’s turnover policy could actually be augmenting a culture of mediocrity.
- Learn how to track interviewer effectiveness and hold interviewers accountable for their hiring decisions/results.
- Understand the importance of implementing an interviewer continuous improvement program.
- Learn why you must recognize and get bad hires “off the bus” as quickly as possible.
- Contrary to popular belief, learn why motivating the unmotivated is NOT the best way to create a #1 organization.
- Learn the 10 Best Practices for creating a maximum performance organization.

**REGISTER ONLINE TODAY!**

## About Your Course Leader – Carol Quinn



At age 8, my passion was already visible. It was my first time in what seemed like a huge shopping mall and I was fascinated. While my girlfriends were looking at clothes, I sat in the center of the mall watching people walk by. I wanted to know what made everyone so different. My intrigue never went away. It grew stronger.

Looking back, it's no surprise I chose a career in recruiting and human resources. After only one year working for an employment agency, I started my own agency. I was in my 20's. After a few years I yearned to learn more, so I went back to school. My favorite class was one that focused heavily on understanding motivation. I got straight A's in every class having anything to do with human behavior. My favorite job was when I was hired by a large company to re-engineer their entire hiring process. I had free rein. Even though they paid me well, I probably would have done it for free. I was living my passion. By now I had taken all the classes, seminars and workshops I could on how to hire. I always sat in the front, paid close attention and took lots of notes. Applying what I learned didn't seem to produce the good results the instructor touted however. Sure, I hired some good people but it was those not-so-good hires that continued to baffle me. Why was I getting great results one time but not the next? After all, I was doing the very best I could each and every time I interviewed someone. Call me a perfectionist but I wasn't OK with being wrong about a candidate I hired.

While most of the women at my apartment complex pool were reading Cosmopolitan, the magazine, I was reading Herbert Lefcourt's out of print book titled Locus of Control. It took me 6 weeks and \$80 to get one copy printed. It was worth every penny. With highlighter in hand, I was completely engrossed. As I read, I realized the huge potential this powerful, insightful research could have if it was applied to the interviewing process. Through simple, skill-related interview questions, the interviewer could actually gather information that would distinguish candidates likely to produce great results from those less likely. As excited as I was, I knew I didn't have all the pieces quite yet. Something was still missing. I wracked my brain for months and eventually put it all together. Next...I tried shooting holes in it to see if it was really as good as I thought. It did great and my excitement grew stronger. As I used it, it worked better than anything I had ever tried before. When you understand what motivates a person and create an interview process that aligns with basic human nature, it does work. I spent a year tracking and validating my hiring results. By not being the direct supervisor of those I hired, I was able to get valuable unbiased job performance feedback. I spent the following year struggling with one big problem that was still nagging me - it was too simple. No joke! I thought, for as long as interviewing has been around, if it was simple and effective someone else would have already thought of it. I believed an advancement in hiring had to be complex to be worthwhile. Then, I realized a complicated process doesn't make anything better. Part of what made it so great wasn't just its effectiveness but also its ease-of-use.

It was at this point that I realized I needed a name for this new interviewing methodology that would distinguish it from traditional behavior-based interviewing. What truly fit best was "motivation-based interviewing" (or "MBI" for short) because it's all about accurately assessing an applicant's level of motivation. I took a big risk quitting my job and starting Hire Authority but something inside told me it was the right path to take. Now, 14 years later, MBI is being taught all over the world by individuals who have gone through Hire Authority's MBI Certified Trainer program. I've written a book about MBI (*Don't Hire Anyone Without Me!* - softcover). It's available in both English and Spanish. The eBook version titled Motivation-Based Interviewing can be read on your Kindle, iPad, iPhone, Nook or on your PC. My next book (*Have The Attitude*) is based on the high achiever's attitude and the role it plays in their success. It's not about hiring (surprise!) but rather about bringing out the high achiever that's in all of us. Then came the big project. I spent two years and invested several hundred thousand dollars to create a web-based course for learning MBI. Now that it's complete, I have to say it's truly amazing! The course has two (2) different 'virtual interviews' where you have to create your own interview questions, interview two job candidates, score them and then make your hiring decision. Both candidates have the skill to do the job - but one is NOT a high achiever. The course is all about teaching interviewers how to effectively hire the best. After the web course was finished, I authored two more books. These are small, quick-reads that cost only \$8 apiece. They contain a powerful philosophy for achieving greater success, in business and in life. One book (*Awakening Outrageous Potential* - 48 pages) is designed for every employee to read. The other book (*Outrageous Potential Unleashed* – 40 pages) is the 'Leadership Edition', intended for those in management. These books offer powerful pointers for creating a maximum performance organization.

It's been an amazing journey, one that's not over yet. Understand...it's not just an interviewing method that I believe in and am passionate about. It's also a fundamental philosophy for achieving goals that applies to all!

## How attendees will BENEFIT from attending this course...

- MBI training specifically teaches interviewers how to distinguish the 'A' Players from the interview-savvy applicants. This workshop is unique and relevant to interviewers of all skill and experience levels.
- This workshop is low-risk (cost) yet has high payoff (improved quality-of-hire and productivity, and reduced turnover and associated costs).
- Attendees will gain valuable interviewing skills that will remain relevant over the course of their entire career...and the sooner you learn the better!
- One of the benefits of hiring motivated high achievers is that it is no longer necessary to waste time, energy and money on ineffective motivational tactics.

## Participants will learn how to...

- Assess a candidate's 'attitude' and determine if it's effective for overcoming tough obstacles and achieving stretch goals.
- Uses powerful interviewing techniques to help the candidate feel comfortable and confide in the interviewer more.
- Write and ask effective interview questions for any job opening.
- Fill every job opening with self-motivated employees who are passionate about the work they do.
- Use the motivation-based interviewing 'Hire ONLY High Performers' minimum hiring standard.

## TESTIMONIALS!!!

- **KEN BLANCHARD, coauthor of *The One Minute Manager*®** – *"Motivation-based interviewing will enable you to assess each candidate's level of self-motivation and quickly identify a high achiever. Don't make a hiring decision based on a 'gut feeling' or even skills alone. Learn from Carol Quinn and hire only the best."* 2012
- **LEE COCKERELL, Executive Vice President (Retired & Inspired) Walt Disney World®, author of *Creating Magic*** – *"Your most important responsibility is to hire and promote the right people for your organization. Carol Quinn has developed the best interviewing system for selection with her motivation-based interviewing training. This system will ensure you select the right people who possess the big three: Passion, Can-do Attitude and Skill."* 2012
- **BRAD REX, Former Vice President of Disney's Epcot® Theme Park** – *"Carol Quinn's Motivation-Based Interviewing training program lets you easily learn the secrets of interviewing success. It should be required for any leader who wants to build a passionate, can-do team. Her unique interviewing methodology ascertains motivation, separating the truly passionate from pretenders. A secret of Disney's success is employees who are highly motivated to provide great Guest service, and leading a self-motivated team is a pleasure. Master the art of discerning the most motivated candidate by completing MBI training today."* 2012
- **DAVID WORKMAN, Northstar Knowledge (U.S. Business Owner)** – *"After completing the Motivation-Based Interviewing course any small business owner will have the ability to immediately upgrade their existing interviewing process to incorporate the MBI techniques. After using it one time with a candidate, they'll have the highest level of confidence in their ability to spot a candidate that is a "high performer", almost a "money in the bank" sure thing type of feeling. They'll actually feel like they have an approach and a system that won't fail them if they're true to it, remain objective and honest about it. With this approach they'll have confidence in the assessment and scoring approach that applies an analytical method to evaluating the soft touchy-feely topics of "attitude" and "passion", both are extremely important to hire but seemed to be tough to accurately identify during an interview. MBI will allow them to implement a repeatable interviewing method that is straight forward and not consuming."* 2011
- **ANA HERRADON, Airline Industry (Spain)** – *"I strongly recommend the "Motivation-Based Interviewing: Interviewer Training for Hiring High Performers" training course. It is absolutely fantastic!! The course material is presented in a very clear, logical and concise way which makes it very easy to follow even for a non-expert recruiter. MBI makes a real difference in hiring the highest performers and saving money to your organization."* 2010
- **KELLIE AULD, Human Resources (Canada)** – *"The training was excellent - very clear, concise and enjoyable to take part in. I was astonished, after all my years of interviewing, how effectively her system is able to identify the high performers consistently. I was also very impressed with her creativity in making sure I received great service! She went above and beyond - just like her product! Thanks so much Carol - I'll recommend you every chance I get!"* 2010
- **DAVID GABOR, Labor Attorney** – *"I owned an employment law practice for 20 years and thought that I knew it all when it came to hiring. I was a bit skeptical when I took the MBI course. However, I was amazed at what the program taught me! It's an easy to understand approach that is an extremely valuable tool for all organizations. It is a well-put-together, professional program that can teach you how to select the best. Taking the MBI program was a great decision. Feel free to contact me for any further clarifications regarding my recommendation."* 2010