



THE  
**HR**SOUTHWEST  
CONFERENCE™

# **Introduction To Motivation-Based Interviewing**

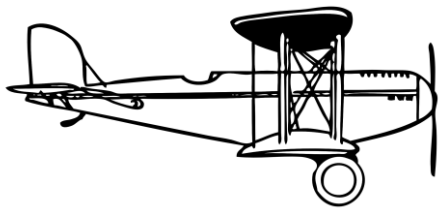
**Presented By Hiring Expert, CAROL QUINN**

Do we really need a  
new interviewing  
method?



# The Evolution of Interviewing

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*In the beginning* – Gut feeling

GOOD

1980's - Hypothetical & Open-Ended Questions

BETTER

1990's - Behavior-based interviewing introduced

# Where Are We Today?

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2/3

# TOP 5 Characteristics of a Bad Hire

Employers reported several behavioral and productivity-related issues:

1. Employee didn't produce the proper quality of work.
2. Employee didn't work well with other employees.
3. Employee had a negative attitude.
4. Customers complained about the employee.
5. Employee didn't meet deadlines.

**We have interviewers who are unable to screen out an unproductive, uncooperative, pessimist who repels customers.**



The survey found that a single bad hire can *significantly* affect an organization's bottom line.

# 3 REASONS WHY

## Behavior-based Interviewing Is Failing Us

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1. “Skill” is used as the sole criteria for identifying High Performers.
2. Questions that benefit the applicant...not the interviewer.
3. No hiring standard.



*“...I suspect they’ll come to the same conclusion that behavior-based interviewing doesn’t improve quality-of-hire, and in many cases actually causes it to decline.”*

*Lou Adler*

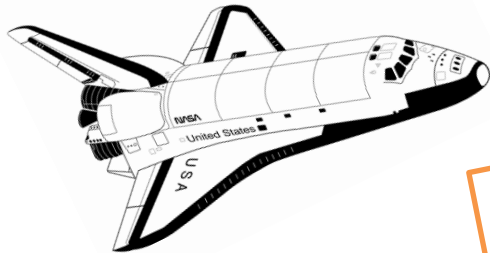
(from an ERE.net article)

Do we really need a  
new interviewing  
method?

A large, semi-transparent orange watermark with the word "YES!" in a bold, sans-serif font is centered over the text. The watermark is slightly tilted and has a soft drop shadow.



# The Next Evolution...



*In the beginning* – Gut feeling

Good

- Hypothetical & open-ended questions

Better

- Behavior-based interviewing

**GAME  
CHANGER!**

- **Motivation-based interviewing**

**“MBI”**

FOR SHORT

# As of 2013

MBI World Map



**MBI Spanning The Globe**

Regions in green are using MBI

# 3 Things You Should Know About MBI

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**1.**

**MBI assesses the three components common to ALL High Performers.**

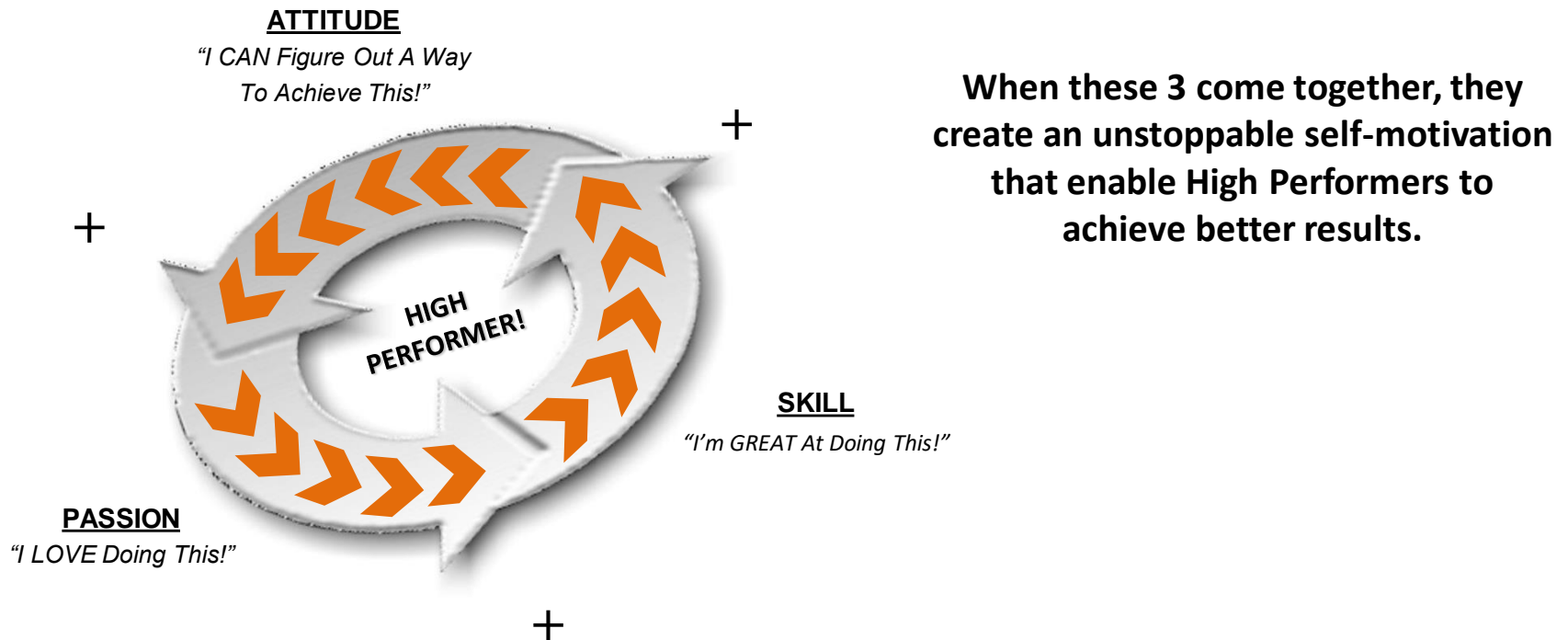
**2.**

**MBI uses three simple, yet powerful rules to create highly effective interview questions.**

**3.**

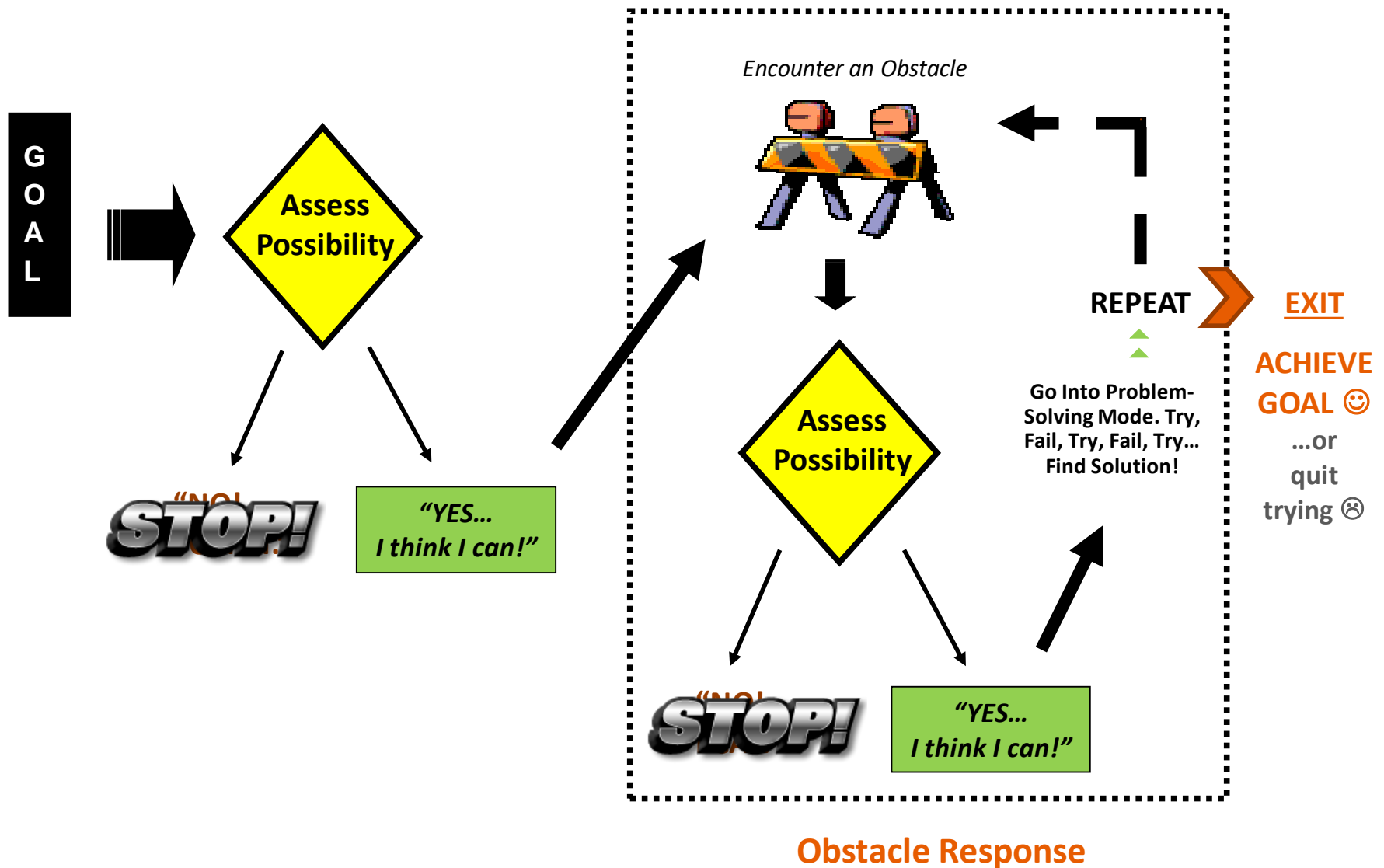
**MBI has a build-in 'Hire ONLY High Performers' Hiring Standard.**

# The 3 Components Common To ALL High Performers



THE HIGH PERFORMER MODEL

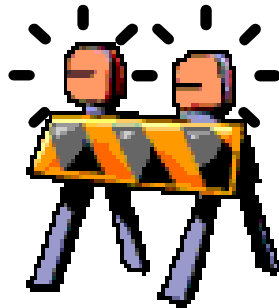
# Understanding 'The Process of Achievement'



# Two Consistent LAWS of Achievement

1. There are ALWAYS obstacles!
2. Only those who find a way to overcome the obstacles get to their goal.

*Encounter an Obstacle*



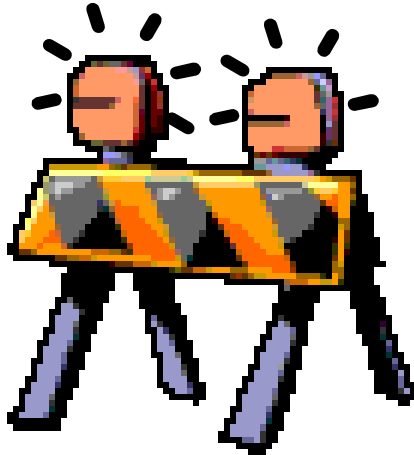
**"NO!"**  
**STOP!**

**"YES..."**  
***I think I can!"***

# What Exactly Is An "Obstacle"?

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VERY, VERY IMPORTANT!!!



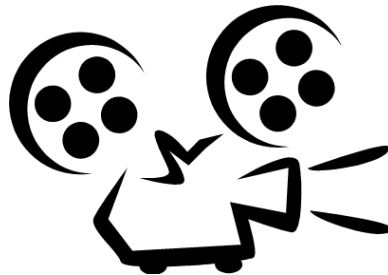
- Anything that blocks the path to a goal.
- Something we DON'T KNOW HOW to conquer or overcome. Not knowing how makes it difficult.
- Obstacles force people to decide whether they think they can or cannot be conquered, which in turn, exposes their attitude.



# Watch Video

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1. Describe the major difference between the two managers.
2. When did you *first* notice this difference?
3. Do you think this difference played a role in what each manager was able to achieve?



# *Passion: The Third Ingredient*



Oprah Winfrey

“ *Passion is energy. Feel the power that comes from focusing on what excites you.* ”

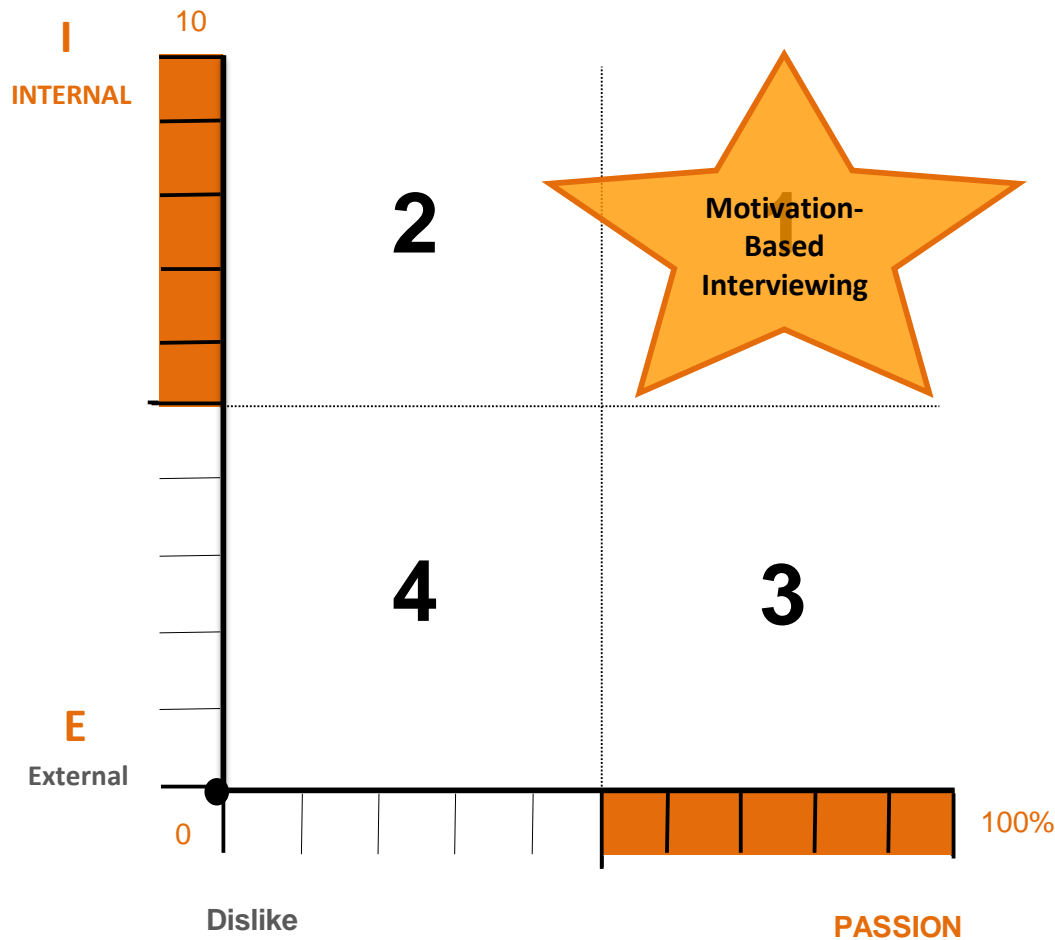
Passion is assessed by determining what motivates the candidate.

It's considered the single most powerful natural self-motivator there is.

Passion is *not* something you talk someone into feeling when they don't.

Hiring High Performers is about aligning your selection process with how achievement comes about.

# When Passion & Attitude Join Forces!



Which quadrant applies to the following:

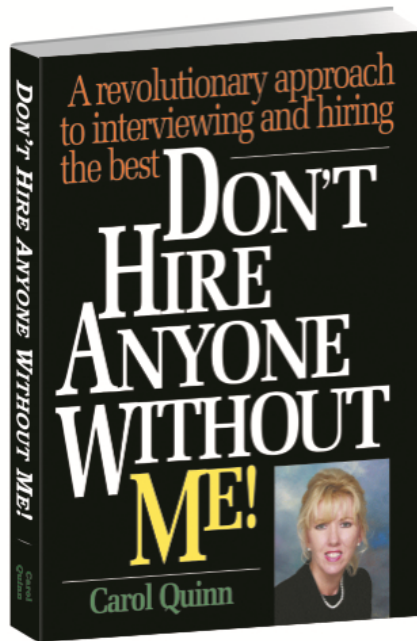
*"I can AND I really want to."*

# Motivation-Based Interviewing 101

## How it works:

- Properly & consistently phrased skill-assessment questions are used to gather both *skill* and *attitude* information.
- The applicant's **predominant** response to difficult challenges/obstacles is determined. This is considered the #1 predictor of future success.
- Five specific questions are used to assess passion, or *what* motivates the applicant. The applicant's passion and the job duties should be a match.
- When the right attitude joins forces with passion, the result is a highly self-motivated individual who achieves better results.
- The built-in "Hire ONLY High Performers" hiring standard includes the 3 components common to all High Performers - *skill, attitude & passion*.

## MOTIVATION-BASED INTERVIEWING



GET THE BOOK!  
LEARN HOW TO HIRE  
HIGH PERFORMERS

*Carol Quinn*

NEW GROUP



Motivation-Based Interviewing

Motivation-Based Interviewing

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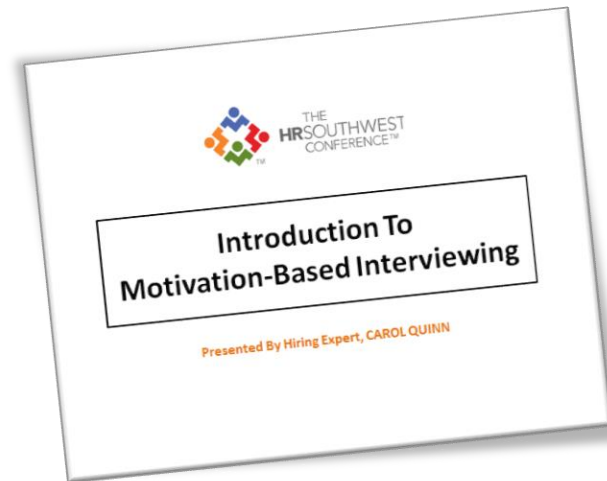
Presentation is available for 7 days after conference:

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THE END.