



# So Happy Together!

## Hiring for Fit: Best Practices for Mission, Vision, and Value-aligned Hiring

Presented by:

Lisa Diaz

# Desired Objectives

- Knowledge of how to identify and define shared values
- Understanding of how to communicate mission, vision and shared values with an elevator pitch
- Understanding of how to create a hiring process which includes shared values



# Monsters, Inc.



# Don't Just Toss the Dice

A new recruit was in a bedroom making hilarious faces at his child. He knew he had overstayed his allotted time, but was trying to win for the most laughs that day. Even though he heard the father's footsteps coming closer to the door, he did not go back in the closet. The father opened the door and the monster recruit was discovered.

- We would:
- We would not:
- Because:



# Imagine How the World Could Be

Employees who understand and exemplify organizational values:

- reinforce the organization's vision and mission and create a tighter team;
- create a more effective culture;
- foster an atmosphere that inspires employees to contribute to the success of the organization; and
- produce higher morale and a better customer experience!



# Imagine How the World Could Be

*The Technique: Introduce your Organization Quickly and Compellingly*

## Creating an Elevator Pitch for Recruitment

1. Identify Your Goal – what is your objective
2. Explain Who You Are – what do you expect
3. Communicate Your USP – what is your unique selling proposition
4. Put it all Together
5. Practice



# Happy Together!



**New Recruit**

**Sully**



**Randall**



**Celia**

**Child**



# Happy Together!

You have quickly made friends on staff and have been well accepted by your peers. One staff member, Ricky, is about the same age and has about the same professional experience. Ricky starts to spend a great deal of time in your office at the end of the day. You two also socialize quite a bit outside of work. Soon your conversations start to focus on Ricky's opinion of how bad other staff members are.

- We would:
- We would not:
- Because:





# Desired Objectives

- Knowledge of how to identify and define shared values
- Understanding of how to communicate mission, vision and shared values with an elevator pitch
- Understanding of how to create a hiring process which includes shared values



So Happy Together!  
Hiring for Fit: Best Practices for Mission, Vision,  
and Value-aligned Hiring

Thank you!



Lisa Diaz

[lisa@insignia-partners.com](mailto:lisa@insignia-partners.com)

(517) 204-6046