

## THE WAR FOR TALENT

Like an oncoming army silently approaching in a blanket of fog, *The War For Talent* is here as each battalion mark its offensive territory. It has breach our shores, as cries of joblessness fade in the distance. They are quickly being replaced by your closest competitor, cash in hand, shrieking, “Come work here!” Communications and transportation cost have plummeted, resulting in “the death of distance”. Biological formulas, financial services, software, and investment capital can all cross oceans in seconds and for minimal costs.

The foreboding first sight of the edge of the storm was visible at the turn of this century. Unemployment rates were at all time lows, and benefits and signing bonuses were in the stratosphere. A recessing economy during the last few years has lulled us to sleep by hiding the oncoming War — as nightfall does on the eve of a hurricane. The forecast predict our economy will remain unstable until year 2007. Globalization, the exodus of Baby Boomers from the workforce, and rapid advancements in technology ensure *The War for Talent* is a global one.

The statistics are enough to make you run for the basement—or grab the want ads and fight. US CENSUS projections indicate a 5-10 million worker shortfall within 10 years.

Skilled workers are coming increasingly from the developing world. Low-skilled/unskilled workers are competing for jobs and wages with counterparts across town, the U.S. and the globe.

Immigration continues to fuel the US population, but America will not be the only country vying for talented workers looking to leave their countries of origin. The War for this Talent is truly a global one. Ethnic diversity in the workforce continues to rise with Asians and Hispanics increasing most in numbers. Whites will be the minority (less than 50%) of all people 50 years old or younger in year 2020.

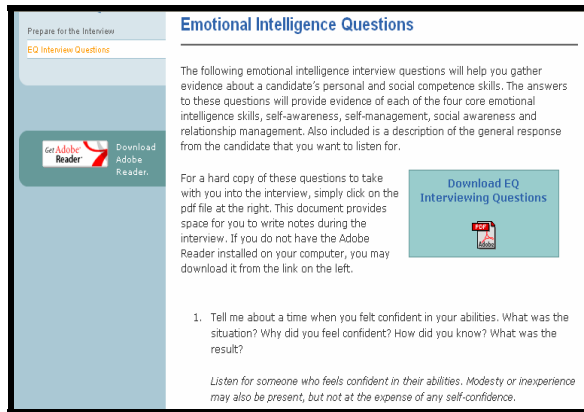
What implications does this have for organizations? Better said, what can you do to win *The War For Talent*?

Competitive edge still comes down to skills, and the ones that matter most are related to emotional intelligence. EQ skills are critical to flexibility and good decision-making in the face of seemingly overwhelming obstacles. They are the most important yet scarcest skills, explaining almost 60% of an individual’s job performance. We know EQ is important, so why aren’t we hiring for them to get a head start in this war for talent? The reasons are justifiable—testing for EQ post a tremendous risk and are susceptible to discriminatory lawsuits. Or better yet, people simply don’t know how to hire for EQ skills any other way.

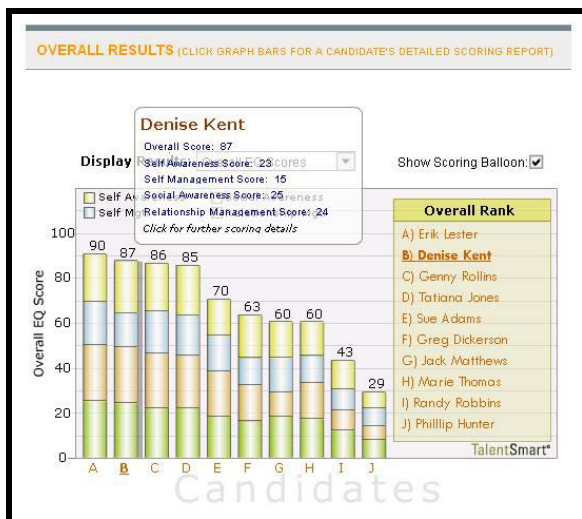
You no longer need to believe that a candidate’s people skills are elusive. The solution for hiring for EQ skills comes from a structured behavioral interviewing method, and the Emotional Intelligence

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Interview Guide™ shows you how. It is the only online hiring tool that combines structured interviewing methodology with emotional intelligence content. You simply need to ask the right questions.



This tool allows hiring managers to gather the essential information about a candidate's interpersonal skills. The hard work has already been done in the design of this easy to use online tool. We tell you what questions to ask, what to look for, and an objective scoring method in place to make it a seamless interviewing process.



So, why should you fight in the War for emotional intelligence skills? Studies have shown the primary reasons new hires fail are interpersonal, not technical. Twenty-six percent of new hires fail because they can't accept feedback; and 23% don't last because they're unable to understand and manage emotions. The old method of hiring has caused you many casualties. It's time for a more structured and conquering approach to selecting and keeping the strongest link- the EQ link that is.

Organizations who win the War will be those invested in progressive workforce hiring strategies. These organizations will attract and hire their target workforce based on emotional intelligence skills, using this cloak-and-dagger tool—the Emotional Intelligence Interview Guide™.

This is your foot forward and second chance to winning the War for Talent, by being selective of who you want to work for you. Like diamonds lying in the dust, the best ones are the keepers and are invisible at first glance. Talent acquisition is a mission critical in the war for talent. Choose wisely.

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**Call now to buy it for just S\$149!  
(for 10 candidates)**

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### About the Authors:

#### **Travis Bradberry, Ph.D. & Jean Greaves, Ph.D.**

Drs. Bradberry and Greaves are the authors of *The Emotional Intelligence Quickbook*, which Simon and Schuster will ship to bookstores nationwide this May and is currently available for preorder through Amazon.com and TalentSmart.com. The Quickbook provides a clear and compelling look at the world of emotional intelligence, without the filler, and provides a first look at the authors' research with more than 500,000 people worldwide.

Drs. Bradberry and Greaves are also coauthors with Ken Blanchard of the *Preferred Leader Assessment™* and are recognized experts in leadership and emotional intelligence. Both speak on the topic regularly in corporate and public settings internationally.

Travis holds a dual Ph.D. in clinical and industrial-organizational psychology, and a B.S. in clinical psychology from the University of California, San Diego. Jean has a Ph.D. in industrial organizational psychology, and a Bachelor's degree in psychology from Stanford University.

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