

Secrets Job Applicants Don't Want You to Know

Job applicants are looking for “a job”. Your members are looking for *Top Performers*. Who will succeed? In this presentation the audience will learn how to peel back the façade and identify potential *Top Performers* for their organizations.

If your members want more *Top Performers*, then it's time to book Bill. He will help them learn how to fine tune their approach to *attracting, hiring and keeping Top Performers!*



Beware! What you see is not necessarily what you get. Many prospective job applicants are just looking for a job, any job better than the one they currently have. They know they need to make a positive impression to succeed. Fortunately for them, they have access to all sorts of resources and training to help them secure a job.

As an employer you are looking for the best applicants who will be *Top Performers*. You need skills and abilities in order to peel back the façade and evaluate the real applicant. You also need to recognize the top performers when you see them and know how to attract them to your organization.

Larger employers hire HR professionals who have studied the “Art of Hiring” for years and practice it almost daily to find the best employees. Smaller organizations cannot rationalize the cost of a full time HR professional to only hire a few times a month or year, but they still need to ensure their employee recruitment and selection techniques are honed.

Secrets Job Applicants Don't Want You to Know is an insightful presentation to make the audience aware of what the applicant might be doing “to get a job” and shows how to develop some strategies to uncover the true *Top Performers*.



Bill Gilbert is a speaker, trainer and coach who, for more than 15 years, has helped leaders achieve their potential in the workplace.

He is a Professional Member of the Canadian Association of Professional Speakers (<http://www.canadianspeakers.org>). He is active in a variety of professional, community and charitable organizations.

For more information on Bill, visit www.billgilbertspeaker.com or www.gilbertassociates.ca. He can be reached at 1-800-788-1226 or by email through bill@gilbertassociates.ca.



To book Bill for your next event contact: