



MAY 11 & 12
NOVEMBER 16 & 17

Day one	8:30 a.m.– 4:30 p.m.
Day two	8:30 a.m.– 3:30 p.m.
Tuition	\$2,595
CEU credits	1.2
CPE credits	14

No course prerequisite required.

I have been through the Selecting Achievers course four times and have given Jerry's book, *The Achievers*, to all my children. The insights and the selection skills I have gained from all this have given me a whole new way to look at people and avoid costly and agonizing mistakes. Achievers' mentality has become a part of my life.

ED BACHRACH
President
Bachrach Clothing

What a magical two days! I have always had good hiring instincts, but this interview process is not only a more cautious way to approach hiring — it allows you to involve your employees in the process. What a win-win!

KAY OLIN
Vice-President & Regional Executive
Interep Radio

Selecting Achievers

Hire Smart or Manage Tough

TRAINING:
Can't come to Chapel Hill? Hire a Bell Leadership Trainer to come to you and train your team. Call for details.

Selecting great people is one of the top five actions you must take as a leader to produce great results for yourself and your organization.

Our Selecting Achievers seminar outlines an advanced system to select Achievers and to launch their careers successfully within your firm. It is designed to build your skills to recruit, screen, interview, select, and promote. Learn how to hire Achievers who match your company's needs and who will excel in accomplishing your goals.

You will learn how to:

- ▲ Implement key techniques to select Achievers and ensure their success.
- ▲ Ask the right questions for effective interviews and to reach an individual's core truths.
- ▲ Identify the critical elements of the job.
- ▲ Measure the fit between a candidate and your corporate culture, as well as their leadership skills and potential for growth.
- ▲ Determine technical skills, commitment ability, and personal strengths.
- ▲ Recognize a candidate's true strengths and weaknesses.
- ▲ De-select and coach people to leave.

You will gain:

- ▲ Achiever selection strategies to make the best promotions.
- ▲ Interviewing techniques to measure a candidate's Core Competencies and Extreme Personality Patterns.
- ▲ Ideas for a take-home selection plan to use in your company.

