



## 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.
- ▲ Conduct effective interviews by asking the right questions 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.

**MAY 15 & 16  
NOVEMBER 14 & 15**

Day one	8:30 a.m.–4:30 p.m.
Day two	8:30 a.m.–3:30 p.m.
Tuition	\$2,825
CEU credits	1.2
CPE credits	14

*No course prerequisite required.*

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  
Interop Radio

The seminar was very effective at helping non-HR leaders understand their key role in driving and owning the selection process. I would strongly recommend that leadership teams attend together especially if selection has not been a corporate priority in the past. Dr. Bell does an excellent job of positioning selection as a top priority both in and outside of work!

**AMY BASTUGA**  
Vice President, Human Resources  
Radio Flyer, Inc.

I have been in Human Resources for over 10 years and the Selecting Achievers course has changed my guidelines on recruiting, performance reviews, and job descriptions. I truly feel I can now select better candidates and help both the company and individuals meet our goal.

**CHAD THOMPSON**  
Corporate Compliance Officer and  
Vice President of Administration  
Heartland Dental Care