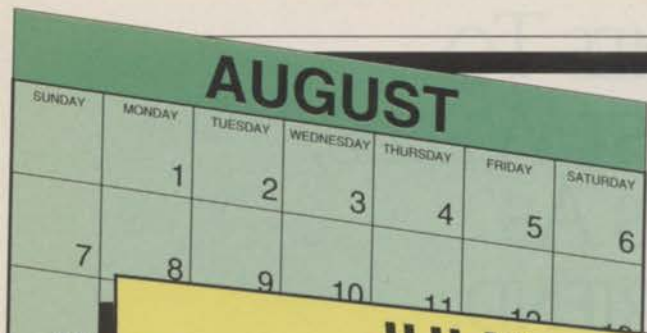


More than SUMMER HELP



If you consider your high school and college age workers to be nothing more than temporary labor, you deserve whatever you get.

■ You wake up. Another beautiful day, great to be alive!

Then it hits you. Today you begin interviews for "summer help!" Three months of screw ups and sick days! Your business is ruined!

Relax. If you've given yourself enough time, know how to interview, know what to look for, and how to sell the job, you'll hire the best summer help.

Pia Curry, owner of The Hiring Assistant, Dallas, Texas, says employers commit 10 common errors during the screening and selection processes:

- 1) Important information is missed.
- 2) Applicant data is misinterpreted.
- 3) Biases and stereotypes affect judgements.
- 4) One candidate characteristic overly influences judgement.
- 5) Decisions are made in haste.
- 6) Decisions are not systematic.
- 7) Pressure to meet quotas affects judgements.

Availability of candidates affects judgements.

9) The position and organization are not accurately depicted.

10) Good candidates for other openings are overlooked.

"The golden rule of screening and selection," says Curry, "is that past behavior and performance is the best predictor of future behavior and performance."

Behavior, according to Curry, is "an action or reaction in a specific situation, with a known result." Behavior is *not*:

- what a person would like to do;
 - what a person thinks should be done,
- or
- what a person should have done.
- It's important to consider what these

young people have to offer to the company, perhaps even beyond graduation. A business major in his final year might consider staying on in the fall, perhaps in a new marketing position. If he's not continuing on to college, this could be the career start he's looking for.

You want the best—The best employees are dependable, punctual and show some signs of integrity and reliability.

To keep these people, says Curry, show them what you have to offer. Let them know they're more than just "summer help."

"Give them a feeling of being a part of the company, and try to learn if they possess other skills that can benefit the company, such as customer service skills or other customer interaction talents," Curry says.

If you find yourself interviewing a student with no past work experience, ask him

about his responsibilities at home. What's his attitude about work in general? What has he learned about mowing the

lawn at home? How does he feel about getting a job done ahead of time?

There are a lot of summer jobs out there, waiting for eager youth, says Curry, and they should have a reason to come to work for you.

Curry's company, The Hiring Assistant, was recently awarded an

"Innovation in the Workplace" award by the Dallas Chamber of Commerce for its automated job screening process.

—Terry McIver

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