



## JOB POSTING GUIDANCE

Effective job postings do three things:

1. Attract candidates who will be a good fit for the job by getting their attention and appealing to their motivations and drives.
2. Communicates to people who would NOT be a good fit that they should not apply (therefore reducing resources used in evaluating weak candidates).
3. Provides necessary details on the job and directions for applicants to contact the company.

To attract good candidates, we utilize language that will appeal to them based on what we know about the ideal pattern for the job. We first engage them with a couple questions that would appeal to a person with the target PI pattern for the job (the PRO). We then further describe our expectations with a couple statements relating to the key behaviors we seek for the job.

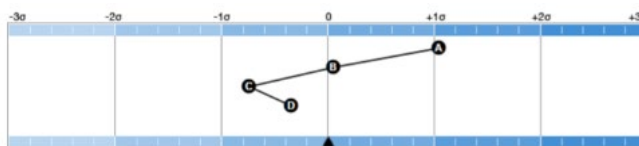
Some recommendations for actual language are included in the page entitled “WORDS FOR EFFECTIVE ADVERTISEMENTS BY PREDICTIVE INDEX® PATTERN”.

The second paragraph describes the job title and provides additional details on position requirements (education, experience, etc.).

The ad concludes with the contact details for people to apply for the job.

### Sample ads

- **HIGHEST A** (for example, Venturer or Authoritative Reference Pattern)

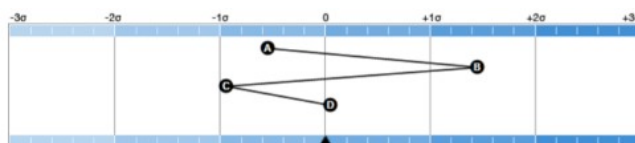


Do you like to face challenges and make decisions on your own? When you identify a goal is your first instinct to start NOW? You like it best when you can focus on results, challenge the status quo and control resources to make things happen. You're a decisive self-starter with the competitive drive to win.

Is this you? Then we need you as our (Job Title). (Include Additional Details here).



- **HIGHEST B** (for example Promotional or Persuasive Reference Pattern)

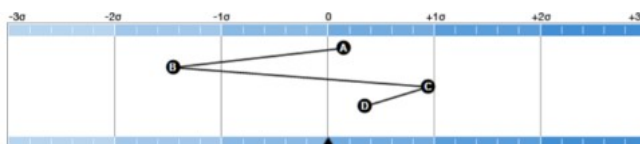


Is your favorite day on the job when you get to work with other people in a group? Do you find it exciting to meet new people? You are a well-liked and enthusiastic contributor to your team.

Even in difficult situations, you have great tact and charm.

Is this you? Then we need you as our (Job Title). (Include Additional Details here).

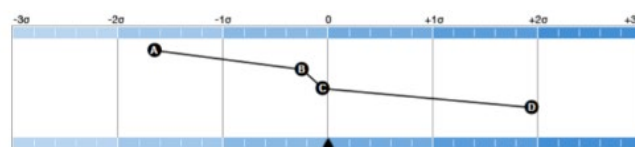
- **HIGHEST C** (for example Operational Reference Pattern)



Are you looking for a place to work that provides an established process in which you can learn with practice? Do you enjoy a group where people actually care about one another and leaders are sympathetic to your needs? While you like to think about your co-workers as a type of “family” and you appreciate a nice, calm atmosphere you also pay close attention to procedures and quality.

Is this you? Then we need you as our (Job Title). (Include Additional Details here).

- **HIGHEST D** (for example Craftsman or Diligence Reference Pattern)



Is it important for you to feel appreciated and get a “thank you” from your boss after a hard day at work? Do you prefer a professional workplace where the focus is on details and getting things “right”? You are concerned with accuracy and like to have the necessary training to become an expert.

Is this you? Then we need you as our (Job Title). (Include Additional Details here).



# EFFECTIVE ADVERTISEMENTS

By Predictive Index® Pattern

LOW A		HIGH A	HIGH A
Accommodating Cooperative Helpful Instruction Team Oriented		Assertive Challenge Competitive Control Decisive	Freedom Goal Oriented Independent Results Self-Motivated
LOW B		HIGH B	HIGH B
Analytical (B < A) Heads Down Introspective Technical (B < A) Work Alone		Charm Cheerful Empathy (People Skills) Enthusiastic (w/ Low C) Exciting	Natural Delegation Outstanding Persuasive Tact Well Liked
LOW C		HIGH C	HIGH C
Change Fast Paced / Fast Thinking Speed Urgency Variety		Affiliation Calm Established Family Methodical	Nice Patient Process Sympathetic Understanding
LOW D		HIGH D	HIGH D
Fearless Outside of the box Non-Conformist Follow Up Minimal Paperwork		Accuracy / Detail Appreciate Follow Through Helpful Precision	Procedure Quality Right Way Expert Training