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Donald Cooper, MBA, HoF

Donald is respected by clients in over 40 industries throughout the world as a “thought leader” and passionate visionary in the key areas of management, marketing, and service excellence.

Drawing from his experience as a world-class manufacturer, award-winning retailer, business speaker and coach, he has helped thousands of businesses to sell more, manage smarter and grow their bottom line.

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To book Donald, contact Sharen Skene at 1-416-252-3704 or email at sharen@donaldcooper.com in Toronto Canada.

An article by Donald Cooper, MBA...

Are you focusing on the right things when hiring new staff?

Here’s a helpful hiring insight from a restaurateur. She writes...

“Many of my staff have developed a single-minded preoccupation with money and the monetary worth of every shift assigned to them. There was always lots of griping and grumbling about money.

Then it occurred to me...that’s exactly the type of people that I’m targeting through the wording of my staffing ads and interview questions. I’m the one who made it all about money when I hired them. I was simply attracting the wrong people.

So, I’ve now changed my ads and interviews to focus more on our passionate commitments to our customers, to the environment and to our community.

Servers are always interested in money, but now we’re attracting people who are looking for more from their job experience and who appreciate the “quality of life” benefits associated with working here.”

So, are you accidentally attracting the wrong people when you hire new staff...and how do you need to change your focus and your wording to get the folks that you really want and need?

Note: This tip comes from the weekly E-newsletter from Bill Marvin, The Restaurant Doctor. If you’re in the restaurant or hospitality business, you need Bill’s Newsletter. To subscribe, go to www.restaurantdoctor.com. This guy is brilliant.