THE MCFRANK & WILLIAMS DIFFERENCE:

Gaining competitive advantage by applying *intrinsic motivation* in job posts and recruitment marketing
“The deepest principle in human nature is the craving to be appreciated”

William James

“Every person believes they have a distinctive quality that they value highly in themselves; it’s their “inner” hero; it’s so special, that they feel it provides them a real advantage in the right work place. It’s emotional and powerfully compelling”

In every work place, certain of these distinctive qualities are valued highly and others not at all. It is a fact of business that is often overlooked.

When the specific details of what is so distinctively valued in your job is conveyed in the message, this entices those with this “inner” hero, and consequently, the ideal-fit candidate feels an irresistible attraction.

**Recruiting for Engagement** is vocational seduction!
Attracting candidates who are the “right fit”

Who are they, and what makes them the “right fit”?

• Those with the academic qualifications and required skills for the job

• Whose personality and work style melds with the nuances of your workplace ‘culture’

• Most importantly, they envision your particular environment as the place for them to utilize a special, uniquely personal aspect of themselves which attracts them to the position and brings confidence and enthusiasm to be highly engaged here
Motivating your most desirable candidates

Your best candidates are often currently working, successful and passive towards new job opportunities.

Yet, these candidates are discerning and many of them feel in some way stifled where they currently work.

How can you motivate such successful, but passive job seekers to consider leaving their current position for your job opening?

Intrinsic job postings will entice the applicants you most want to feel strongly that your job opportunities contain their essential core needs. We have touched their “inner hero”.
Recruiting for Engagement
Woo the right-fit candidates by tapping into their inner hero

There is both an art and a science and perhaps a bit of magic needed to match the right-fit candidate to your company’s job opportunities.

At McFrank & Williams, our business case, recruiting for engagement starts with the understanding that candidates have an inner hero yearning to be unleashed, who dreams about the ideal job where their talents and skills are truly appreciated and utilized to the fullest. Below are clients who have experienced the benefits of intrinsic motivation.
We woo the inner hero
yearning to escape the mundane

The highly qualified candidates we attract are authentic, passionate and creative. You don’t accomplish this by saying what everyone else is saying. Before they change jobs, these candidates want to know why they’re a great fit for your company and particularly your job opportunity.

That requires digging deeply into the genetics of each job. M & W has an uncanny ability to discover the motivators that matter most to such candidates.

No other recruitment ad agency offers this kind of insight.
We’re like the Rupert Holmes of recruitment advertising

When job seekers encounter McFrank & Williams-created job postings, the attraction is irresistible. Our insightful postings paint a compelling and authentic picture of what this future relationship promises.

But instead of asking, “If you like Pina Coladas, and getting caught in the rain” we entice them with equally intrinsic and intangible value that distinguishes your job from all others.

Your competitors’ postings, on the other hand, all sound the same, often reading like a laundry list of company-focused criteria.
Recruitment Marketing for Engagement Insights
Harnessed to Woo Right-fit Candidates

• **Unique Recruitment Proposition**
  Attributes and qualities which are uniquely valued here compared to similar jobs elsewhere and which distinctly articulates this difference for right candidates.

• **The Inner Hero**
  The personal, core quality that an individual values highly in themselves. It’s a special attribute that one feels would provide them a real advantage in the right work environment if it’s respected and they are allowed to exercise it.
Forget quantity; we only deliver quality candidates.

Embedded in our postings are meaningful messages crafted to trigger an emotional and psychological connection with the right candidate, while at the same time turning off all others.

And, as a result, your managers can now communicate based on very specific insights; real job distinctions that powerfully encourage candidates that would be **highly engaged** to apply while also getting the wrong type of applicants to “opt out”.
Long before the interview, in those quiet, private moments at home when people are most truthful with themselves, candidates are reading our postings at their leisure. It is here they are a more honest participant in their own decision making process in deciding if they should take the next step and apply.

If you read the postings from other recruitment advertising agencies, you can see that they waste these moments when the applicant is most receptive with messages that say nothing of significance.
We’ve extended the business case for the value of higher engagement to recruitment

When the right-fit is made, these hires are fully engaged and often excel beyond your wildest expectations, resulting in greater productivity, superior problem solving, ingenuity, and innovation, as well as a high retention rate — all of which can enhance your employees’ morale, your company’s image, and even your stock performance.*
See the before-and–after difference

Compare ordinary postings to ours and you’ll agree the McFrank & William’s Recruiting for Engagement method is unlike anything else in the entire recruitment industry.
Would this job posting attract someone who wants to be engaged about coming to work?

Sample Job Post Before McFrank

This job posting was up for more than 9 months on most of the job boards and the career site. They received hundreds of responses and not one usable candidate.
**Job Cost Analyst Posting After McFrank.**

*Would the thought of coming to work for this job predispose you to feeling engaged?*

This creative version received 55 responses. Client interviewed 4 excellent candidates. They hired the best of the group who is successfully employed by them for more than 2.5 years.

The yellow highlighted attributes in this posting are the qualities within the job culture uncovered by our research.
Our job postings appeal to the personal attributes of the ideal candidates who would more productive in the specific roles

After McFrank

The highlighted attributes in our posting are the qualities within the job culture uncovered by our research.
High Net Worth Associate

As a High Net Worth Associate, you will be an integral part of a fast-paced, team oriented environment that is focused on enhancing relationships with our high net worth clients who have assets of $250,000 to $1 million and therefore a complex service and investment need. In this role, you will help us to increase customer loyalty and drive business development opportunities.

While every Fidelity location has distinctive regional characteristics, each one embodies the core values that have been instrumental in building our proud past. Putting the customer first, respect, integrity, honesty, innovation and improvement as well as competitiveness are values shared across the organization. These simple but powerful values set us apart from our competition.

Primary Responsibilities
- Engage with customers, via inbound calls, responding to product and service level guidance, processing transactions to fixed income trades and other specialized monetary requests
- Deliver efficient and responsive resolution for various client situations
- Research and communicate the solution to individuals and organizations
- Uncover opportunities and identify products and services that will result in their success and partner with the Account Executive to further discuss
- Collaborate with internal business partners to research, analyze, and recommend appropriate solutions
- Conduct pro-active outbound calls to communicate relevant information to close out the request

Education and Experience
- Bachelor’s degree preferred
- 2-3 years of previous customer service and/or financial services experience preferred
- FINRA Series 7 & 63 preferred or ability to obtain in the first 60 days

Skills and Knowledge
- Broad based knowledge and understanding of general financial planning concepts desired
- An affinity toward learning about Financial Services, proven customer service, client support and problem resolution skills
- Strong verbal and written communication skills
- Ability to effectively influence others
- Robust time management and organizational skills

Original Job Description
Before McFrank & Williams

High Net Worth Associate.

Nothing said about what is distinctive about working here that would appeal to some and not others.

This original job description was posted. Our HirePower Survey was done to uncover what was distinctive and most appealing to attract the right candidate.
After using Targeted Attraction Marketing™

High Net Worth Associate

Personal attributes valued in this job that would appeal to some and not others are highlighted.

We uncovered that the employees felt their empathy and trust building qualities were more valued here than where they worked previously. This was the inner hero of the job.
Your employer value proposition can drill down from what is distinct and special about your hospital to what is distinct in your specific roles.

Targeted Attraction Marketing™ at Hawaii Pacific Health.

Through our interviewing of managers and employees, we uncovered that the employees felt they were more empowered here compared to where they previously worked. Our research interviews probed deeper to uncover how that manifested specifically for important roles, such as Pharmacist and Nurses.
Lou Adler * is a recruiting guru, originator of Performance-based Hiring and author of *The Essential Guide for Hiring and Getting Hired*. Lou Adler highlighted our nursing ad in his Recruiter Boot Camp Work Guide.
Extending the Hawaii Pacific empowerment EVP to the specific attraction of the Pharmacist role here.

Allied Health: “In every conceivable way, Hawaii Pacific Health shows me that I’m a critical part of the team.”

Here, physicians frequently tap into your knowledge about certain medications—before they prescribe.

With so much new data coming down the pike, it’s hard for physicians to remain as up-to-date as pharmacists about the latest studies, drug interactions and other critical information. That’s why, in a progressive hospital like Hawaii Pacific Health, we rely on our pharmacists when there is a complex decision to be made. It makes the physician’s job easier and yours so much more stimulating and rewarding.

Straub cares for and comforts patients throughout the state at both the hospital and clinic. The department is responsible for compounding and dispensing pharmaceuticals, supplies, and drug information and education. Our Clinical Pharmacist ensures the appropriate use of drug/dosage patterns and potential adverse drug reactions as well as providing accurate nursing and pharmacy staff.

Our pharmacist interviews uncovered that unlike most hospitals where pharmacists responded to Physician’s requests, here they were empowered by often being consulted with on medication by the Physicians beforehand. This insight became the basis for our highlighted attraction message to the inner hero.
Our Insight comes from your employees and managers. Some businesses prefer we use a web based survey. Others prefer we use structured phone interviews. We select the research approach that fits your organization.

We rely upon either of these two comparable methods.

1. **Our HirePower™ Web Survey** uses our patent-applied technology HirePower™ to survey a sample of your employees and managers. **Part One** shows your distinctive differentiators in work culture between their current and prior jobs quantitatively. **Part Two** of this survey shows how those distinctions are manifested in your employees' own words.

   OR

2. **Structured Phone Interviews** with the managers of specific job openings and others as needed. These interviews are conducted by I.O. psychologist trained interviewers and the content of these interviews is analyzed by I.O Psychologists to identify attributes valued in the job environment, thus providing insights for talent attraction and intrinsic motivation.

You can choose which method you prefer to fit your organization.

Either method will give the needed insight.

You receive the Unique Recruitment Proposition, Inner Hero, and Hidden Motivator insights for each job.
Within days of the survey submission, we learn what makes working in each department in your organization distinctive and most appealing for right-fit candidates.

The HirePower™ survey is quick, easy, and seamless and provides significant insight.

The next 4 slides will show you this survey process in more detail.

**Part One** shows your distinctive differentiators quantitatively, and what should be emphasized to attract the right candidates.

The next two slides show you the attributes for which the algorithm is applied, and the resultant job and company quotient data.

**Part Two** shows how those distinctions are manifested in your employees’ own words and why those distinctions are so important as well as how to communicate them.

The following two slides show you sample insight responses and the resultant insight reported.
The algorithm behind Part One uncovers the most significant differences between each of your jobs vs. your competition.
Our algorithm rates answers to carefully chosen questions, to measure the relative differences in their responses between their experience in their current job and organization, and what was true for them in previous, similar roles.

The results of Part One of our HirePower survey quantifies your organizational and job differences from your competitors.

<table>
<thead>
<tr>
<th>Ques id</th>
<th>Question</th>
<th>Avg ratings at CURRENT job</th>
<th>Avg ratings at PREVIOUS job</th>
<th>Difference</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Employees are given autonomy to manage their own assignments.</td>
<td>19</td>
<td>10.667</td>
<td>8.333</td>
</tr>
<tr>
<td>9</td>
<td>Employees are expected to embrace emerging technology.</td>
<td>12</td>
<td>10.667</td>
<td>1.333</td>
</tr>
<tr>
<td>5</td>
<td>Management insists upon meticulous attention to detail.</td>
<td>9.333</td>
<td>19</td>
<td>-9.667</td>
</tr>
</tbody>
</table>

HirePower™ (patent-pending)
Qualitative insight in Part Two articulates the distinctive nuances in your workplace cultures.

Respondents provide statements in their own words describing the significant differences in their current job compared to where they previously worked.

Sample Insight Responses

<table>
<thead>
<tr>
<th>Respondent #317: Mechanical Engineer (Houston, TX)</th>
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</thead>
<tbody>
<tr>
<td>Insight Response</td>
</tr>
<tr>
<td>-- No Attribute I.D. # --</td>
</tr>
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</table>

At my previous company, we had a very strict chain of command. I had to get several approvals before getting to the person in “the trenches” with the answer. Here, I can go directly to the right person – the formal chain of command is flexible enough to bend without breaking. I get my job done faster this way.
The results of Part Two provide clear and compelling insight you can use to communicate through job posts and interviews.

**HirePower™ Insight Report for CRM**

This report discusses characteristics of the **Central Relationship Manager** (CRM) at XXX.

**The Inner Hero of Job**—Independence, tenacity, self-determination, a hard work ethic, confidence, and caring for clients; all answers to the question of the inner hero. The attribute that everyone seems to share is tenacity, a stick-to-it, grab hold and don’t let go quality.

XXX allows CRMs to fully use their core attribute of tenacity. They must show tenacity in the face of refusals by clients to talk to them when they are called. They must also show tenacity in the face of client refusals to purchase a product or service they are offered. CRMs must shake off a refusal and go on to the next customer with a good attitude so they can engage them.

**Unique Recruitment Proposition of Job**—CRMs find that relating to customers is the quality most valued at XXX. This allows the CRM to build trust and respect with their customers. It also allows them to sell more products and services to the customer because the CRM can figure out exactly what the customer needs. Since the customer trusts the CRM, they are more likely to follow their advice.

**Hidden Motivators of Job**—CRMs find the major attribute at XXX, which was unexpected, is being able to take the time to build rapport with clients. This makes it easier to sell them products and services. It also makes it easier to get them to come into the office for appointments. Finally, it makes it more pleasant to deal with customers.
Let’s connect

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