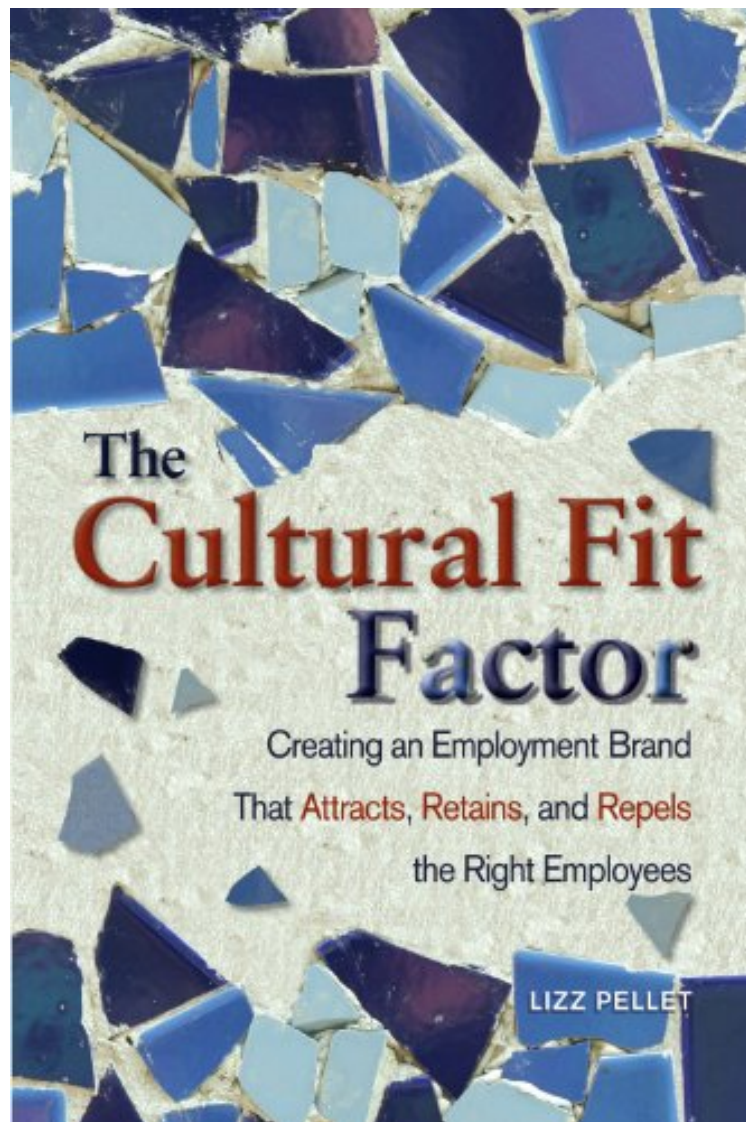


(Read and download) The Cultural Fit Factor: Creating an Employment Brand That Attracts, Retains, and Repels the Right Employees

The Cultural Fit Factor: Creating an Employment Brand That Attracts, Retains, and Repels the Right Employees

Lizz Pellet

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Lizz Pellet : The Cultural Fit Factor: Creating an Employment Brand That Attracts, Retains, and Repels the Right Employees before purchasing it in order to gage whether or not it would be worth my time, and all praised The Cultural Fit Factor: Creating an Employment Brand That Attracts, Retains, and Repels the Right Employees:

1 of 1 people found the following review helpful. Nothing if more important than cultureBy K. ShepherdLizz really hits the nail on the head with The Cultural Fit Factor. To begin with, to attract "A Players" you better have an "A

Culture." Her easy-to-manage tool kit will keep you on track to truly be the employer of choice. While this book is a must read for all Human Resource Professionals, I think it should also sit on the desks of all CEOs. How many times have you heard them say "people are our most valuable assets"?As the CEO of a virtual company with over 100 employees, I have discovered that cultural fit and cultural glue has an immediate impact on your performance, productivity and profit.1 of 1 people found the following review helpful. Cultural Fit FactorBy MKI have read Liz Pellet's books and have heard her speak on this topic numerous times. She is a GURU and has worked with many companies on the right fit. With attrition so high today in companies it is vital to go through her Brand Enhancer process. Liz takes her experience and combines it with science. This is a must read for those involved with building Employer Brands.0 of 0 people found the following review helpful. DisgustedBy Caroline D.This is truly disgusting. If a company feels a need to "repel" some job applicants, that is a problem with the company, not the potential employees. Pellet's mentality is no different than that of a high school bully who deems his classmates uncool. "He sticks out like a sore thumb! Ewwwww!"

Documenting how employment branding can save money by attracting talented, capable associates that complement their organizations, this reference underscores the importance of any company having clearly defined values. Addressing how individuals no longer wish to compartmentalize their lives or separate themselves from how they contribute at work, this handbook emphasizes the significance of ensuring that all staff members share the same standards, guaranteeing that they will operate powerfully together. The potential roadblocks of incongruent belief systems are also explored, explaining how they can be detrimental to the growth and momentum of any organization. Demonstrating how to establish the ideal culture in any given workplace, this examination is key to forming the most efficient team in any professional environment. Presented in an accessible and engaging manner, a practical key assessment tool for employee branding is also included, focusing on the need for identifying organizational balance and alignment.

"Reveals how to use employment branding to convey the real culture of your organization and find people who really fit! This is the ultimate guide to finding the right fit for any professional experience!" nbsp;Marshall Goldsmith, author, Succession: Are You Ready? and What Got You Here Won't Get You There