

Daily Huddle Tool – My Gift to You!

What's OUR White Paper Bag?

How do we select the people who will deliver our special blend of magic to customers?

Are our interviews as unique as our company? Do they reflect who we are?

Decide to be REAL.

Beloved Company Snapshot

Amy's Ice Creams in Austin, Texas is beloved for both their ice cream and the floor show. They are the ice cream equivalent of Seattle's "flying fish." Ice cream "slingers" slide across the counters on their knees and play catch with scoops. Finding people who are fearless and creative enough to come up with stunts like these just can't happen in the normal interview process. Amy's applicants receive a white paper bag that must be brought back within a week turned into a creation of some sort that tells about them. From this, Amy's gets all it needs to know to find the personalities to fill its shops.

BE REAL CHALLENGE:

Create a unique selection process

OPENING DISCUSSION: EXPLORE What it Means to Be Real

- Read and discuss all the questions on the front on this card.
- Explore how we interpret the main challenge question.

EVALUATE How Real We Are

- How would we rate our ability to select people who will deliver our distinct personality to our customers?
- How would our customers say we are doing?
- Do customers rave about how unique we are today?
- How do our decisions to conduct interviews as unique as our company compare with this beloved company?
- Do our decisions for selecting people who reflect who we are earn us "beloved" status today? Are we selecting "memory makers" or filling slots?

Can we DECIDE to be REAL?

- What do we need to do differently to move toward earning the rave of customers and employees?
- Let's identify our own version of a white paper bag to select people who will become our company to our customers.