



## THESE ARE DEFINITELY THE CANDIDATES YOU'RE LOOKING FOR.

### FOUR WAYS TO FIND AND ATTRACT EMPLOYEES WITHOUT USING JEDI MIND TRICKS

## Give candidates a worthy reason to consider your company—and your cause.

Whether you're hiring new talent for your workforce or encouraging people to fight for the rebellion, they have to believe in your mission, values and vision. No one willingly wanted to fight for the evil Galactic Empire and defend the Death Star, which is why they cloned armies of stormtroopers and deployed battle droids—and the rest were intimidated into supporting the Dark Side.

Meanwhile, the Rebel Alliance inspired and attracted new recruits throughout the galaxy who willingly joined the good fight, led by the princess-turned-general Leia. She never stopped believing in the mission even in the darkest hours, and led her rebel army by example. Does your company attract candidates through worthy missions and inspiring leadership?



## Have a compelling story to tell.

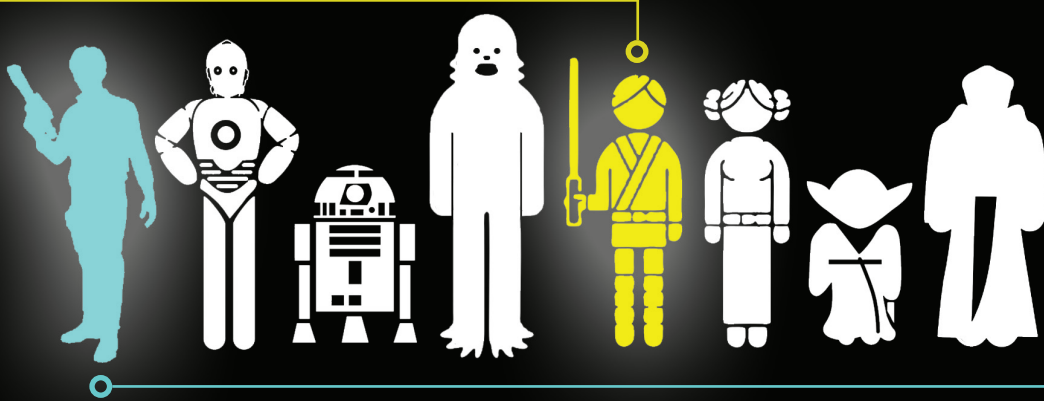
How do you explain your organization to prospective employees? Do you use drab PowerPoint slides, stock photos and “vanilla” marketing ideas that don’t set you apart? Or does your company have a unique brand personality and distinct way of communicating, perhaps using video, social media, technology, interesting content and recruiting events?

Star Wars’ brilliant approach to epic storytelling begins right at the famous opening crawl, which is not only a unique identifier but also an engaging way to bring people into the story. From the moment “A long time ago in a galaxy far, far away...” comes on the screen, viewers immediately know they’re in for something special. What’s your unique hook and story line?

# Look for talent from within the ranks.

Many organizations look far and wide, often over a long period of time, to find that perfect new hire. But what about someone in your organization? Perhaps there's an employee already immersed in your culture and processes who shows promise, initiative and ability. Maybe it's their destiny to bring balance and leadership to your organization with the right kind of training and support.

**Luke Skywalker** always had ties to the Jedi and the Rebel Alliance—the good guys—with the likes of Obi Wan Kenobi and Yoda keeping a close eye on him. When the time was right and Luke was ready to join the fight, Obi Wan and Yoda trained and groomed him into the Jedi Master who would ultimately defeat the Evil Emperor Palpatine (aka. Darth Sidious), help redeem his father, Darth Vader, and restore balance to the Force. Do you have a passionate and talented Jedi-in-waiting in your organization on the verge of achieving something special?



## Hire temps strategically, which could lead to a permanent hire.

Sometimes companies rush to select a new hire because they have an immediate need. This sense of urgency (and even panic) can actually result in a bad hire, costing the company time, money and productivity in the long run. However, there is another way. Hiring temps is a great solution to tackle immediate needs and to see a candidate in action—in the form of a working interview—while you're considering permanent options.

Who is Star Wars' quintessential Temp-to-Perm employee? **Han Solo**, of course! As the Rebel Alliance's hired gun, smuggler and pilot he was all about the reward at first. But he did his job professionally—even in the most demanding circumstances. And in the moment of truth, just when everyone thought he had abandoned the rebel cause after completing his assignment and claiming his payment, Han Solo turned out to be a heroic, vital and permanent part of the team for decades to follow. He helped Luke destroy the Death Star and eventually became a Captain and then General of the Rebel Alliance. Han Solo had a chance to learn more about the Rebel Alliance from the inside and they had a chance to evaluate him in action, leading to a mutual fit. Maybe you've come across invaluable temps who could become your best permanent hires.