“Most Qualified vs. Best Suited”

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In 1973 a regional brewing company in Milwaukee, Wisconsin was on the verge of capturing America’s attention — and a huge base of new customers at the same time.

Little known Miller Brewing Company carved out a lucrative market niche by introducing a reduced calorie beer — originally named Lite Beer by Miller — but later — simply Miller Lite.

Now I’m not a beer drinker myself, but beer drinkers around the U.S. stopped and took notice.

Why?

In part, because in 1973, the advertising agency, McCann-Erickson Worldwide created a unique marketing strategy for Miller’s new Lite beer.

Over the next 17 years, dozens of Miller Lite commercials were created featuring beer-drinking retired athletes, coaches and celebrities — or what one advertising exec referred to as “clowns, rebels and has-beens.”

These were definitely NOT qualified professional actors. They were beer drinkers — plain and simple.

And as such, EXCEPTIONALLY well-suited to convince other beer drinkers that Miller Lite — TASTED GREAT, was LESS FILLING — and therefore — “Everything YOU’VE always wanted in a beer. And less.”

Years later, Advertising Age named the Miller Lite ad campaign as being the 8th best in advertising history!

Oh, by the way, Miller Brewing Company also made A LOT of money!

Hi, it’s Phil again and today my subject is an important one.

And if you, as a leader, get this wrong — it may drive you to drink.

Most leaders are ultimately responsible for influencing the hiring, recruitment and assignment of new team members.
Along the way, it’s easy to get confused as to whether it’s more important having the “MOST QUALIFIED” employees or the “BEST SUITED?”

With leadership position ultimately comes individual responsibility.

Early in my career, I spent a lot of time recruiting, interviewing and ultimately, hiring and promoting employees.

It was one of the more daunting tasks I’ve ever had.

A lot was riding on the outcome.

After interviewing and placing hundreds of individuals, I eventually came to realize that as important as formal qualifications are — finding someone who is uniquely the “BEST SUITED” for a position — is even more important still.

Now please understand, I’m NOT advising you to completely disregard a candidate or prospect’s qualifications.

But I AM advising you to examine closely whether or not a prospect is appropriately suited for success in a position regardless how significant his or her qualifications may initially seem.

To make it a bit easier for you, I’ve identified four key factors for consideration before you hire or promote that next person.

1st Factor: Their proficiency for and ability to do the work.

This one’s a no-brainer.

If he or she can’t do the job — or eventually learn to do it — keep looking.

There’s no sense wasting more of their time or yours.

Someone better suited is out there.

Go find them.

2nd Factor: Their interest in doing the job.

Be careful with this one — don’t let it slip by you.

Just because someone CAN do the job, doesn’t mean they WANT to.
And we know that someone who doesn’t want to do a job is destined to doing a lousy job -- again regardless of the qualifications they may have.

3rd Factor: Their ability — and willingness — to adjust to the work environment and the people.

Remember, every workplace is unique.

Also remember that people are creatures of habit.

Do all you can to determine whether your work environment is ultimately something they can and will adjust to.

4th Factor: Their potential for future advancement and performance. You should be absolutely convinced that every new hire or promotion possesses the potential to make your organization better.

Otherwise, why would you even consider hiring or promoting them in the first place?

After all, your reputation is on the line. Never settle for less than you have to.

Okay, there you have it.

“Everything you’ve always wanted in your “best suited” employees — but didn’t know how to get there.”

Now you do. Cheers!