



ESP helped us pinpoint and define how our needs for this position had changed and the kinds of qualities we wanted in a new hire.

Kevin Bouly, Ph.D.
Litigation Consultant,
Persuasion Strategies

Persuasion Strategies is the litigation/jury consulting and legal graphics and video arm of Holland and Hart, LLP, one of the largest law firms in the Rocky Mountain West, with 15 offices across the United States. Persuasion Strategies is a small consultancy group for the law firm, with fourteen team members—including four litigation consultants, six graphics and video professionals as well as project managers, research associates and administrative support.

With their tight-knit team environment, it is imperative for Persuasion Strategies to hire and retain team members who not only exhibit the requisite skill-sets, experience and expertise, but who also fit the motivational and attitudinal necessities for both the team and the job itself. In this context, Persuasion Strategies was looking to hire a replacement for their Business Development Manager, the team member responsible for managing the group's marketing and business development initiatives and handling general business administration.

Customizing the ESP Process for Persuasion Strategies >

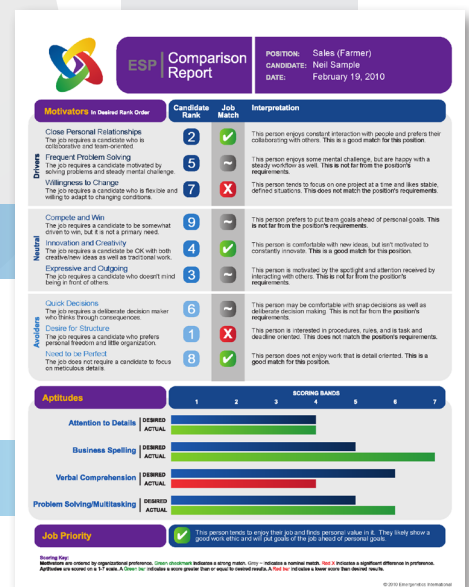
ESP starts with a customized Job Analysis, a process designed to collect information about the duties, responsibilities, necessary skills, and work environment of a particular job and match that information to ESP attributes.

Persuasion Strategies' existing Business Development Manager was voluntarily leaving, creating the opportunity for the firm to utilize her own perceptions of the job, her capabilities and her approach to work in creating a customized job analysis using the ESP System.

Motivational Attributes

Candidate Aptitudes

Sample Report



How Persuasion Strategies Uses ESP >

According to Persuasion Strategies litigation consultant Kevin Bouilly, Ph.D., one of four consultant team members who oversaw the hiring process, the Job Analysis was a useful first step in Persuasion Strategies' hiring process. **"We had our departing Business Development Manager take the Motivators section of the ESP instrument, and it was a very helpful process for us to hone in on exactly what drives her in her work and correlate that with her skills on the job."**

Based on those results, a thorough review of the job description and an in-depth consultation call with Emergenetics International's ESP experts, Persuasion Strategies outlined the position in a way that took the group in a slightly different direction than they had originally envisioned. "In the course of thinking about a replacement, we realized that because of our past Manager's ability to implement strong processes and systems, we were in a position to adapt and think about how to grow from there. ESP helped us pinpoint and define how our needs for this position had changed and the kinds of qualities we wanted in a new hire," says Bouilly.

ESP was able to provide Persuasion Strategies with a structured and formalized framework for gleaned important information about the job from job experts, managers and the team as a whole. This led the hiring team to a more nuanced understanding of those characteristics that were critical for success in the Business Development Manager position and those that were not.

Results at Persuasion Strategies >

Deeper well of job information: Using ESP, Persuasion Strategies was able increase the amount of data and information they had available regarding their open position. The ESP Job Analysis helped make this a reality.

Consultative analysis: Emergenetics International's ESP staff worked collaboratively with Persuasion Strategies to find the best way to introduce the ESP System into the hiring arena. According to Bouilly, the process worked well as a tailored, consultative approach to discerning job needs and evaluating candidate results, as opposed to a formalized, cookie-cutter process for applicants.

Easy linkage to current hiring practices: As communication experts, the Persuasion Strategies hiring team relied strongly on their ability to interview candidates and gain insight about candidate skills and work styles. What ESP provided though, was an anchor to better understand candidate responses and tendencies. ESP added a layer to the interview process that otherwise would not have been there.

As a whole, ESP was a factor in Persuasion Strategies hiring a strong, capable candidate that is still with the company and excelling in her role.

