

THE EXTRA POINT

BY JERRY ROBERTS



1473 When You Don't Have a Job Open for a Good Applicant

Imagine yourself as the owner or hiring manager of a company. You've got a full team, no openings, when a guy walks through the door and wants to apply for a job. You tell him that you don't have anything, but he begins to tell you about his background and skills, which are impressive. You apologize that you can't hire anyone right now, and his shoulders slump as he says that he really needs a job. You wish him well in his search. That would be the end of it, right? He'd walk out the door and you'd go back to work. I'm Jerry Roberts, and I'll tell you about one time that wasn't the end of it, next on The Extra Point.

After yesterday's Extra Point and the discussion on the challenges faced by hiring managers to find the talent they need, I recalled a story I came across quite some time ago. I think it has relevance for the situation we have today.

A man in his late-30s, an electrician, hadn't worked in a while. Times were tough, and job openings were scarce. His name was Mark.

He visited a small electrical contracting firm, and asked for an application. The owner, a lady named Terri, explained that they had nothing available.

Mark went down the list of his qualifications, and Terri was impressed. She said she was sorry, but there was nothing she could do. Mark then told her that he'd been laid off when his last employer had no more work for him, and he really needed any work he could get.

Terri got Mark's phone number and said she'd call him if there were any changes. Mark had heard that before, and thanked her, then he left.

In most cases, the conversation would end there and the applicant would never hear from the company. Not this day.

Terri couldn't hire Mark, but she had a pretty good idea that he'd be a good worker. She

was a pretty good networker, and knew people at most of the electrical companies in the area. She began to call them to see if they needed any help.

Most didn't, but there were two that had work available. She called Mark with the news, and he couldn't believe what Terri had done. He didn't think anyone went the extra mile any more, especially with a total stranger.

Mark did well in the new job, rising up to become one of his company's lead technicians. He stayed in touch with Terri, who was happy for his success.

Some time later, he heard that Terri's company had a problem. They were falling behind on a contract because people were out sick, and they were in jeopardy of being fired by the client. It would be a serious blow to the company and jobs could be lost.

He explained the situation to his boss and asked if he could take some vacation days to help Terri's company. He said that if it wasn't for her, he wouldn't have his current job. The boss agreed to his request.

Mark called Terri with the offer to help, and she was stunned. One, that Mark would care enough to take time off his job to help her; and two, that his boss would allow it.

What came from this was the building of a relationship between the two companies. If one needed help, the other would jump in if they could. They even worked together if a job was too big for either to handle.

All of this got started because the owner of a small company decided to step up and help someone who needed a job.

She didn't have to, and frankly, today, pretty much nobody would expect her to. Everybody is busy. Who has the time to do what Terri did? Terri didn't have the time. She made the time. (Con't.)

Question.

What kind of relationships do you have with people in your industry? Would you know if someone needed help, and would you be in a position to offer it?

If you needed help like Terri did, would one of your competitors lend a hand?

If someone like Mark walked into your place today and though qualified, you couldn't hire him, would you make some calls to find him a job?

Some food for thought.

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

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