

HIRING THE RIGHT PERSON FOR THE RIGHT JOB

Ann Marks

Hiring the right person for the right job has always been a goal of any manager, especially the human resource manager, who is often charged with the initial screening of candidates. On the other side of the desk, is an individual who needs employment and is looking for a position that is rewarding and suitable to his or her personality and talents. Earning money, liking the job and doing a good job, creates a win-win situation for the company and the individual. This article will show how face reading can greatly enhance the hiring process.

While face reading will not replace the usual methods of hiring which is by resume, interview and possible testing, it does greatly enhance all the usual procedures. There is no law against using face reading in the hiring process. When Mac Fulfer was featured on CNN in conjunction with Fortune Magazine, they pursued the angle of face reading in business, especially for job interviewing. CNN searched all the legal angles of using face reading in the hiring process and they found nothing that prohibits this practice.

FACE READING FOR THE INTERVIEWER

First, let's look at the hiring end of the process and some of the facial components that will contribute to putting the right person in the right job. The approach here has to do with the qualities required to do the job rather than naming different occupations. In other words, reading the candidates face will help determine if the person has the qualities to perform the job responsibilities.

Over performer: In general, a person with a desirability line is a good hire because they will tend to go above and beyond their required job description. These people don't go around thinking

they are hot stuff, blowing their own horn. They believe they are good when they get proof of worth from external sources. Managers who affirm these workers will assure their continued hard work for the company.

Hard workers: People with small noses are hard workers and they often have the capacity to do monotonous, routine work. If questioned, they may not admit to loving routine work, but they have the capacity to do it and will hang in there when extensive filing or



filling orders is required. After all, why do we say to people who have been working hard, "You have been keeping your nose to the grind stone"?

Works independently: If the job requires someone to work independently, the hiring manager needs to find someone with a high bridge on their nose. These people work best alone. If tied into a team all of the time, they would be quite unhappy.

Team player: If a person has a low bridge on his or her nose, then this person works best as part of a team and will thrive working with and around other people most of the time. This is not to say the person with the low bridge can-

not work independently or the person with the high bridge can't work with others.

Creative problem solver: If the job requires creative thinking or problem solving, then the hiring manager needs to find someone with a round, full forehead. These people flourish if they are given the big idea and then left to work on their own. Trying to micromanage these people will result in them bogging down and losing interest. If left to their own devices, their creative juices will flow and they will relish the project.

People oriented: The eyebrows are a strong indicator of a person's thought process. If the job calls for a person who is very people conscious, then round eyebrows will signify that the person thinks about people, cares about people and is compassionate towards them. Rounded eyebrows would be a benefit on a person who does customer service. If the person also has a round chin, then they are a people person in thought and deed. When acting, they will put people first.

Building consensus: People with full cheeks have the ability to build consensus and get people on their band wagon. If it is necessary for a team to work together or make joint decisions, a person with round cheeks can be very effective with his or her peers.

Efficiency expert: People with an arch in their nose think outside of the box. If management wants to find an easier and/or cost saving way to do things, these people can come up with possible options. In order to implement their plan, they are good at managing the project. If made to implement, they tend to lose their perspective.

Competitive and assertive: If you want to hire someone who can be com-

petitive, assertive, aggressive, possibly for a sales position, then look for someone with a big chin. Another person who may be very good in sales is a person with small nostrils. These people have issues with scarcity and will likely work hard to make sure they succeed and are paid for their efforts.

Perfectionist: People who hold themselves to impossibly high standards and hate to be wrong can make excellent workers. Crooked teeth, especially on the bottom, are an indicator of these qualities. If you want the job to be done right, then find a person who has 3 or more lines between their eyes. These people are perfectionist by nature.

Prepared: Angled eyebrows mean that the person stays mentally in control and does their homework to get things right. People who have this shape of eyebrow will never embarrass themselves or the company that they work for.

Makes a major contribution: People with a large nose need to make a major contribution in the work place. They will make a significant difference, if given the chance. If micro managed they will bog down and not produce to their potential. When these people are put in positions of manager or supervisor, they will make a solid contribution.

Goal oriented: People who have a square chin are motivated by the goals they set for themselves and the causes they believe in. In the work place they will rise to the occasion and go all out for the goals of the organization.

Hard on self in the workplace: If there is a line on the right side of the space between a person's eyes, that means they are hard on themselves in their business side. An employer may capitalize on this quality because the person will tend to make themselves do their job, no matter how they feel about it. They are over responsible in that regard.

FACE READING FOR THE INTERVIEWEE

Now let us look at the other side of the interviewing desk -- the candidate. The job seeker is in a selling position. They are selling themselves and their

experience. To be more effective in their interview, the candidate needs to look at the shape of the interviewer's eyebrows. If they are:

Straight: This interviewer appreciates the facts. Giving the person specific accomplishments from the past that have quantifiable results will definitely impress this person. There is a 3 step method for citing accomplishments in the interviews. First, give the situation as you found it. Second, tell what you did about it in a very few words. Then third, give the results. This is the most impressive part of the accomplishment and anytime the results can be quantified, they become much more memorable.

Curved: These people are people oriented and will respond well to flattery from the interviewee, but it has to be sincere. The interviewee needs to do homework on the company and be able to say things like, "Your company has a great reputation." Or be complimentary about the décor of the office or the friendliness of the receptionist, the interviewee needs to be "all ears" and especially attentive if the interviewer is saying anything about him or herself. These people will tend to hire more from an emotional base. The hiring person will always assume they can find someone who is competent but finding someone who is competent and they like them, is the winning combination.

Angled: An interviewer with angled eyebrows always stays mentally in control. Allow the person to be completely in charge. They will likely have a set interviewing agenda. Let them run the show. After all, you are on their turf. You are a guest of the company and so all the manners that you use in someone else's home apply during the interview. Don't try to change their process.

In general, always be on time for the interview and dress appropriately. Take all your clues and cues from the person across from you. If they sit up on the edge of their seat, you do the same, if they sit back, you sit back. Be attentive, smile, be positive, smile, be enthusias-

tic, smile, ask intelligent questions and smile.

The facial features mentioned in this article are explained in detail in Mac Fulfer's book "Amazing Face Reading" which may be purchased through this website.

Ann Marks has earned two masters degrees. One is in Theology from Villanova University and the other is in Counseling Psychology from the University of Akron. She is a qualified therapist. After teaching and counseling for over twenty years, Ann became the first woman Executive Vice President of Challenger, Gray & Christmas, which is an international outplacement company based in Chicago.

After fourteen years with Challenger, she left to become the Forum Executive Director for the young Presidents' Organization (YPO) whose world headquarters is located in Irving, Texas. Ann has traveled all over the world both for business and pleasure. Since 2002 she has presented face reading to hundreds of groups from both the public and private sector.

In 1997 Ann became interested in Physiognomy or "face reading" when she attended a presentation by Mac Fulfer, the author of Amazing Face Reading: an encyclopedic guide to reading faces. Ann immediately saw the value of reading her own face and then realized it changed the way she looked at everyone else. She began to use this tool to do better hiring and improve her ability to connect and communicate with others.

Ann's use of face reading has provided a surprising breakthrough in communication. The science has proven helpful in creating better rapport and eliminating bias and discrimination. Companies, such as Pfizer Inc. and Bent-Wood Industries, have used Ann's presentation on improving odds in sales as a part of their training programs.

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