

ADVERTISING TO THE PUBLIC

If a successful applicant is not found from the practice or through general inquiry within your practice or your community, then the position can be advertised to the public at large.

PURPOSE

- To cast a wide and fertile net through a commonly used media.
- To attract the right applicants based on character and some skill base.
- To give specific instructions that must be followed to test the applicant's comprehension and activation of instructions.
 - Complete a cover letter. (To test the applicant's sense of design, layout and professionalism etc.). This will be read AFTER the phone interview.
 - Attach their CV. This also will be read AFTER the phone interview.
 - Complete the in8model® questionnaire and record the scores. We recommend that you acquaint yourself with the in8model® and filter the applicants through the model.
 - Call you at the prescribed time for a phone interview. Only accept calls during these times unless the applicant makes prior arrangements due to genuine reasons e.g. on a flight at that time etc.

PROCEDURE

THE ADVERTISEMENT

The first step is to create the appropriate advertisement for the media. This is done taking into consideration the list of ideal character traits of your Super CA, your statement of purpose and the requirements of the position that is to be filled.

You will use as many of the key character traits and statement of purpose words as you can in the advertisement. People resonate with the tone and the energy of the written word so make sure that you capture the emotion of the Super CA.

It will be the applicant's values which drive him/her to respond to your advertisement so make sure that you attract them with the right 'bait'.

STRUCTURE OF THE ADVERTISEMENT

The advertisement should include the following components:

- Title indicating the role and the location. Into this title, you can insert a couple of defining adjectives that are strong features of your practice.

- A paragraph stating the key character traits of the Super CA.
- A paragraph defining the key components of the job. Specifics like the number of hours; early/late hours and weekend work should be mentioned to screen out those who are looking for something different.
- A paragraph noting some of the character traits and a few skills that the position will require.
 - An instruction to go to the in8model® website and complete the free questionnaire and to note the results. *(Note: websites such as seek.com.au do not permit external links in the advertisement so you may need to just refer to the in8model® website but not use the direct website link).*
- An instruction to phone one of several numbers during a specific (short) timeframe on a specific day for a phone interview.
- The final paragraph lets them know about the process in that a phone interview will be held and that the short-listed people will be contacted following that.

Example of an advertisement based on the above process:

Chiropractic Assistant (Your practice name)

Chiropractic Assistant required for busy family orientated chiropractic practice in (Your Locale).

We are looking for a joyful, energetic and caring person to join our vibrant and passionate team.

The job involves being the face of the practice on the front desk, tech duties and assisting the chiropractors. There will be early morning starts and evening finish times. (Number) of hours a week including some Saturday mornings.

This position requires a customer service orientated person, who is efficient, flexible, well groomed, can multitask and has attention to detail. You must have good computer skills, be a team player, a great communicator, an independent decision maker, loves children and see the best in everyone.

To apply, fill out the Seek Application form and attach your CV then;

1. Go to their8model® website and answer the free questionnaire, and obtain the 4-numbered result. (Take note of these numbers)
2. Phone one of the following numbers between (Insert your times) on (Insert your day/date) for a phone interview. (Insert several numbers that will be answered at this time)
3. After the phone interviews we will let the short-listed people know.