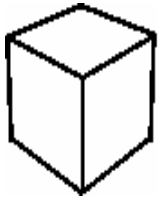


Outside the Box

Dedicated to serving the staffing needs of the Corrugated Industry



Oberg and Associates HARD RESULTS

“Preparing for Interviews” By Roy Oberg

This edition of “Outside the Box” expands the preparation work necessary to conduct interviews. Now we are *not* business consultants, we are the recruiting leader for the corrugated industry. But, what we have learned, from our own business development work and of other business owners, is the value of a Strategic Vision. A vision so clear that each and every one of our employees know exactly where we are going, how we will get there and the action that will guide

our conduct as we travel towards our Strategic Vision. Sound far out? We believe it is the path to acquiring a clear understanding of how a candidate and employee can contribute to the Company’s Strategic Vision and simultaneously get what they want.

Bottom Line: You get longer-term employees who move the Company closer to its goals.

A Strategic Vision is a clearly written document that identifies what, why, when, how and where a Company is going. It talks about quantitative goals like revenues, employee count, pre-tax profit rates, for sure. However, it also talks about qualitative goals like customer satisfaction, process improvement and employee satisfaction. Essentially, your Company’s Strategic Vision describes the spirit, action and vision of the three main constituents; Company, Customer, Employee.

To make this real, the words must be backed up with personal action: action that replicates the words in both substance and structure.

How does this all apply to the interview process? Well let’s take a look at the components of an interview:

Find the Candidate: Oberg accountability
Screen the Candidate: Oberg accountability

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Inside this Issue:

“Preparing for Interviews” by Roy Oberg

Meet the Staff —

John Stanley

Review of:

“Career Comeback”

by Bradley Richardson

Report from

VP of Marketing,

Wyatt Oberg

Special Quotes

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When you receive your candidates from us, we recommend the following two steps at the initial of the interview process.

- Share the Story:** Client accountability
Share the Vision: Client accountability
Decision to move to in-depth interview: Client accountability
In-depth interview: Client accountability

The story is about the company. Why work at ___(name of company)? Share significant events that best represent the company and its promise to the customer.

The vision is the Strategic Vision. Provide an overview of where the company is going over the next 3—5 years. Share the values, both written and implied, that guide each employer on their way to fulfilling the vision. Tell them about the promise to the customer, the Company and to each other. Share the beliefs systems that exist in order to propel the business into the future. When you are finished, get the interview started by asking four questions:

1. What is it about this Company and its vision that is most exciting to you?
2. If we hired you today, what would you bring to the Strategic Vision?
3. If we hired you today, what would we most love about you in six months?
4. If we hired you today, how would this position contribute to what you want from being employed with ___ (name of company)?

The answers to these questions will tell you two very important things:

- Does the candidate listen.
- Does the candidate want to contribute to the Company's success

With those two questions answered, to your satisfaction, you are now ready to move on to the in-depth interview.



***Meet the Staff—
John Stanley***

John Stanley joined Oberg and Associates in September of 2002, after majoring in pre-law at Texas A&M University. John earned his Bachelors of Science degree in Criminal Justice with a double minor in Psychology and Sociology. John attributes his success to hard work that is focused and his ability to relate to others. “Out of all the positions I’ve held within various companies, staffing in the Corrugated Industry is by far the most fulfilling,” he says. “It allows me to really help people in their careers and work with them on a more professional level.” “We are a very systems driven company and I like that.” “Our documentation and procedures allow us to thoroughly screen an individual to insure he or she fits the company’s needs the first time.”

***John Stanley can be reached at
john@obergassociates.com or***

Recommended Reading

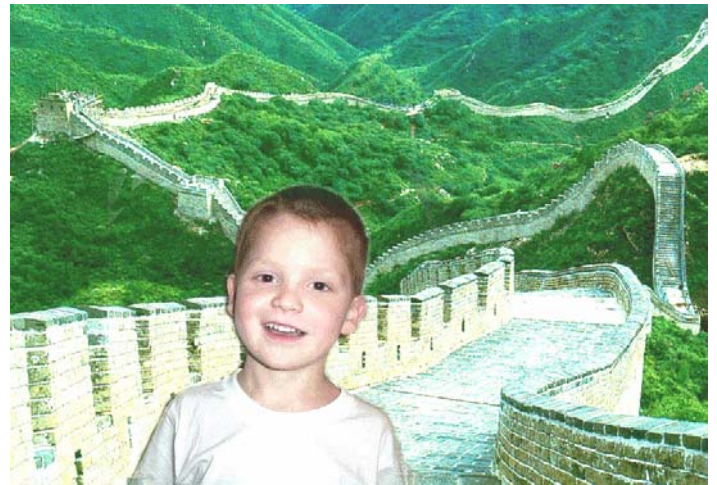


[“Career Comeback 8 Steps to Getting Back On Your Feet When You’re Fired, Laid Off or Your Business Venture Has Failed—And Finding More Job Satisfaction Than Ever Before \(Broadway Books/Random House\) is unique in that it bridges the gap between the practical and emotional side of job loss. The advance reviews have been great and it has already been called “The best guide for picking yourself up when your job has been pulled out from under you.”](#)

Hopefully, you don’t need this book. But, you may know someone who has been laid off or suffered a career or business setback. If you know someone who has experienced these things or is currently pursuing a job search, this book is for them and the ones they love.

**You can visit: <http://www.careercomeback.com/html/> for more information..

Wyatt Oberg (5), our V. P. of Business Development has made significant progress in opening up the Asian markets for Oberg and Associates. He can also ride his bicycle by himself now. Keep up the good work!



“China is Cool!”

When it comes to getting things done, we need fewer architects and more bricklayers.

Anonymous 3rd Shift

Corrugator Supervisor

Oberg and Associates is the dominant recruiting firm exclusively serving the North American corrugated Industry. Our client and candidate relationships are based upon three non-negotiable principles:

- *Open and honest communication*
- *Mutual Respect*
- *Hard Results*

For predictable results, using our proprietary systems, contact us for all of your recruiting needs.

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