

LXbD Presents, Shane Green with “Recruitment: Selecting the Right People”

Shane Green is the Culture Hacker. World-renowned culture expert and consultant, Shane works with Fortune 500 leaders on customer experience and organizational culture. His book, *Culture Hacker*, is recognized as the guide, regardless of your company size, to elevating the employee experience.



With a foundation in hospitality and the Ritz Carlton Hotel Company, Shane has leveraged his expertise and experience to help iconic brands like the NBA, Westfield, Foot Locker, Net Jets Inc., W Hotels, MGM Resorts International, and BMW to reprogram their employees’ experiences, mindsets, and service habits to create loyal customers and raving fans.

Shane works with thought leaders, research groups, and publications from around the world to bring awareness to how companies can elevate individual engagement, performance, and leadership. He is a featured contributor to *Forbes Magazine* and *Achievers*. Shane hosts workshops around the world on building customer experience and culture strategies and is a leading voice in understanding the employee experience and its impact on the customer experience. He has also developed a series of classroom and virtual learning experiences led by his team of certified trainers.

“Shane understands, at a deep level, what moves employees and cultures to greatness.”
 —Linda Fisher Thornton, CEO of *Leading in Context*

“Shane draws on hard-won experience to offer smart, subtle, and exact ways to make your organization a better place to work, and a place that works better.”
 —Michael Bungay Stanier, author





LX Overview

LX Name: “Recruitment: Selecting the Right People”

Why This LX Is Important: Research shows that 86% of new hires quit their new job within the first 60 days of employment. This high turnover is costly for organizations, which is why it is pertinent to ensure you hire the right candidate who is best suited for the role and within your organization. However, too often, managers select new employees based on their needs or experience, ignoring how a person will fit with the team and organization. Shane Green’s culture module, “Recruitment: Selecting the Right People,” is designed to introduce effective interviewing techniques and establish an effective recruitment strategy that ensures you hire the right candidate every time.

LX Length: Two hours in-person; 90 minutes virtually

LX Participants: Each in-person session is designed for a maximum of 24 participants. Each virtual session is designed for a maximum of 90 participants.

LX Overview: Recruitment can feel like a daunting, time-consuming task, but if frontline leaders do not have the right recruitment tools in place to ensure they hire the most appropriate candidate who will best fit within their organization, they will suffer a more monumental loss of time and resources. This learning experience is designed to specifically pinpoint what qualities a candidate needs to have to ensure they are the right fit for your organization—both in terms of their abilities and character. During this module, frontline leaders will understand how to utilize proven-effective interviewing techniques so that they determine who will be the ideal candidate for their organization. As a result of attending this session, participants will be able to implement various interviewing techniques and a recruitment process that are aligned with the values of their organization.

LX Takeaways: This interactive learning experience is designed with the following outcomes for each participant:

1. Participants will understand the difference between a job fit and cultural match and why both are important to keep in mind during the interview process.
2. Participants will learn effective interviewing techniques and a selection strategy they can use during the recruitment process.
3. Participants will review the importance of a clear employee value proposition in their recruitment strategies.

Price (for a Certified Trainer): \$2,500 per session