

Drill Sergeant Management Approach

Employee Management Resource

Drill Sergeant Approach

- Barks orders
- All “head”
- Just the facts
- Demanding, intimidating, distancing, off-putting
- All about THE COMPANY
- Exhaustive laundry list of To-Do's
- Thankless
- Mechanical
- Most likely to attract Aggressive candidates
- Dismissive

Compelling Marketing Statement Approach

- Whispers exclusive invitation
- All “heart”
- Gets to feelings, dreams, ambitions, passions
- Inviting, warm, inclusive, enticing
- All about THE CANDIDATE
- Comprehensive vision of success and achievement
- Grateful
- Emotional
- Most likely to attract Selective and Sleeper candidates

One of the following examples is a drill sergeant approach and the other is a compelling marketing statement. Which one is more likely to attract the attention of a Top 5% Talent?