

Wisper Book List (Jan 2018)



Entrepreneurship

- Street Smarts Norm Brodsky, Bo Burlingham
- Entreleadership..... Dave Ramsey
- Winners Never Cheat Jon M Huntsman

Employee Engagement

- Multipliers, Revised and Updated Liz Wiseman
- Employee Engagement 2.0 Kevin Kruse
- Turn the Ship Around! L. David Marquet
- Extreme Ownership..... Jocko Willink, Leif Babin

Hiring

- Topgrading Bradford D Smart
- Start With Why..... Simon Sinek

Selling

- Blue Ocean..... W. Chan Kim, Renee Mauborgne
- Selling In Tough Times Tom Hpkins

Strategic Thinking

- Traction..... Gino Wickman
- Built To Sell John Warrillow
- The E-Myth Revisited..... Michael E Gerber
- Any Malcolm Gradwell Book

Change

- Switch Dan and Chip Heath
- Decisive..... Dan and Chip Heath

Leadership

- 360 Degree Leader John Maxwell
- 5 Levels Of Leadership..... John Maxwell
- 4 Obsessions Of An Extraordinary Executive Patrick Lencioni

Sociology

- What Shamu Taught Me About Life, Love & Marriage..... Amy Sutherland
- The Power Of Habit Charles Duhig
- Outwitting The Devil..... Napoleon Hill

Communication

- Leading Out Loud Terry Pearce
- World Class Communication..... Virgil Scudder, Ken Scudder
- Crucial Conversations Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler

Company Health

- Any Patrick Lencioni Book
- Fish Stephen C. Lundin, Ph.D., Harry Paul, John Christensen

Marketing

- Trust Me I Am Lying..... Ryan Holiday
- The Referral Engine John Jantsch

Family Health

- The Three Big Questions For The Frantic Family..... Patrick Lencioni
- Bible..... God
- Total Money Make Over Dave Ramsey
- Birth Order Book Kevin Leman
- The Talent Code Daniel Coyle
- The Dyslexic Advantage Brock and Fernette Eide



Wisper Hiring Process



1) Know when to hire

- Do not figure out you need to hire someone 6 months after you need to hire someone
- Do you need to hire someone or change the way you do something

2) Job Posting

- Be careful of looking for someone that is all things to all people
- Take time to review the key skills and strengths you need

3) Review Resumes

- We do not place a huge value on resumes
- Key things to look for are job hopping and gaps in employment

4) Schedule Phone Interview

- Very quick, around 10 minutes
- See how they conduct themselves on the phone and are they on time
- Questions should be around key skills and strengths needed
- Let them know you will be sending them the TopGrading form

5) TopGrading Form

- Candidate completes and submits the TopGrading application form
- A players enjoy filling this out, B and C players do not

6) Schedule 1st Interview

- Technical interview by people they will be working with /HR (CEO not in this)
- Cultural fit questions
- Share Wisper's Vision and Core Values

7) Schedule 2nd Interview

- TopGrading Interview lasting anywhere from 1-3.5 hours
- Very detailed look at entire career history
- Looking for partners and learning from mistakes
- Share Wisper's Vision and Core Values
- Compare notes from both interviews for any discrepancies

8) DISC Assessment

- Not a test, but a true assessment
- Personal values
- Not a pass/fail but used to confirm impressions formed during interviews

9) Dinner with CEO (or manager)

- CEO and spouse with candidate and their significant other
- Are they rude to each other, waiters
- What is my spouse's opinion

10) Reference Checks

- You pick the references, 5 to 8 of them
- Confirm information from TopGrading interview
- Let them know you will be doing the reference check from the beginning

11) Make an Offer

- Negotiate if needed
- If offer is accepted send documents
W9, W4 Federal, W4 State, Employee handbook, Non-compete and other forms

1) Execute New Hire Plan

- Confirm first impression of company - Systems setup, username/password, training
- Spend half a day with CEO to review company vision and how they fit into it