

CHAPTER FOUR

YOUR KIND OF PEOPLE

Cultural fit is an important factor that is often sidelined or ignored equally by hiring organizations and by job seekers. You can use 12 classic, familiar archetypes to identify and discuss the personality of your organization.

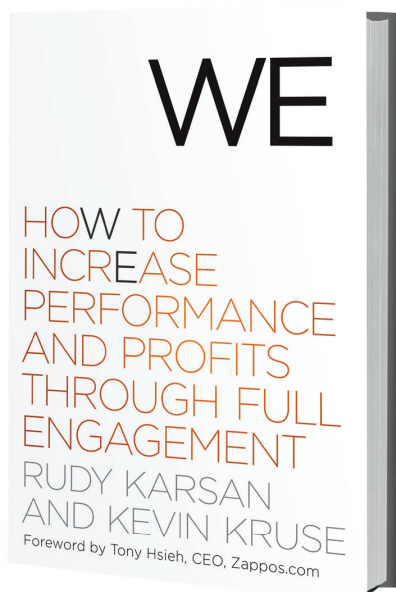
KEY TAKEAWAYS FOR INDIVIDUALS

- Your alignment with your company's culture impacts the quality of your work and interactions with customers.
- Complete the online Kenexa Individual Archetype Profile to discover the cultural archetype you're most comfortable with.
- You can assess a company's culture before you join to see how well you'll fit in.

KEY TAKEAWAYS FOR MANAGERS

- Know that culture counts a lot in terms of both individual performance and retention.
- Convey your team's culture to prospective employees and make sure to probe for fit.

If you have valued team members who don't fit the team culture, help them to understand the values of the organization and how their unique personality can support the weaknesses of the organizational personality.



This chapter summary is from the book, *We: How to Increase Performance and Profits Through Full Engagement*, by Rudy Karsan and Kevin Kruse. Please purchase the book from your favorite book reseller, or for more information, visit www.WeTheBook.com.