



## October 2016!

[MORE ABOUT  
EDSI](#)

[CONTACT US](#)

[JOIN THE SWP NEWSLETTER  
MAILING LIST](#)

[SWP NEWSLETTER  
ARCHIVE](#)

[BLOG](#)



## Finding the Right Talent Doesn't Have to Feel Like Hunting for Unicorns

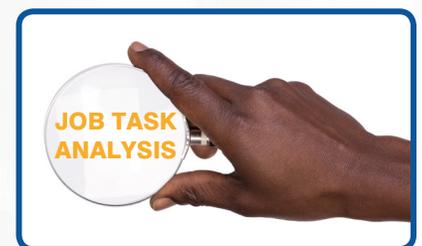
**Has your organization ever gone “Unicorn Hunting?” If so, it probably played out like this:**

- Somebody within the organization decides that you need to go find a mythical and elusive unicorn
- You post ads trying to get a unicorn to wander in off the street and when no unicorns appear, you send people out to try to hunt for one
- After a lengthy and futile search you get frustrated because you don't find any unicorns
- The moment you decided to give up on the hunt, you finally find a unicorn
- Five different people want to weigh in on whether this is the best unicorn you are going to find and the best way to capture the unicorn
- By the time everyone agrees that this is in fact the best unicorn, and agrees on the best way to capture the unicorn, the unicorn has wandered off
- After several months of searching for another unicorn, you decide to go find a horse instead (which is WAY easier)
- Once you find a horse you like, you realize that the horse can do just about everything you needed the unicorn to do, and that you never really needed a unicorn in the first place

**If this story hit too close to home, you are not alone.**  
***This story gets played out countless times every single day.***

This happens so frequently because many organizations are making hiring decisions based off of broad brushstroke job descriptions that are often outdated. As a result there is a mismatch between what they think they need, and what they truly need.

Many of these frustrations could be eliminated if organizations conducted a Job Task Analysis to determine exactly what responsibilities and tasks they truly need employees to perform.



***\*If you are interested in learning more about the Job Task Analysis process, we would be happy to set up a 30 minute call to help get you started down this path.***



**Kevin Watson**  
Director of Business Development  
[kwatson@edsisolutions.com](mailto:kwatson@edsisolutions.com)

## Food For Thought

**“If you look after your staff, they’ll look after your customers. It’s that simple.”**

**– Sir Richard Branson**



## Reading List Suggestion

**The Boys in the Boat:  
Nine Americans and Their Epic  
Quest for Gold at the 1936  
Berlin Olympics**

by Daniel James Brown

[Click Here to view on Amazon](#)

