



## Intuit's Culture

Given Intuit's story, what is the company's culture -- or main focus? Fisher says the story conveys Intuit's culture which is "The customer always is first." And, as Fisher puts it, "That's how you win." Note: The story also precisely meshes with Intuit's big, compelling vision: "Our key goal is to revolutionize how people do financial work."

## Hire Applicants Who 'Fit Into' Your Company's Culture

You know it proves difficult to "fit a square peg into a round hole." Likewise, companies need to hire applicants who 'fit into' their organizational culture.

For instance, one company I consult to is ultra-customer service oriented with super-friendly employees. When we did benchmarking studies for this company with the Abilities & Behavior Forecaster™ Test - to customize the Forecaster™ Test to help hire the best - we discovered successful employees in every job scored high on two of the test's scales: + Helping People Motivation, i.e., customer service-orientation + Friendliness

Such customer service-focused and super-friendly employees 'fit into' the company's culture, and prove most likely to succeed.

Message = Don't bet against your organizational culture when you aim to hire the best. Fortunately, you can do by 1. benchmarking your "superstar" employees in each job - by having them fill-out a validated pre-employment test to discover their "benchmark" test scores

2. focusing on hiring applicants whose test scores are similar to your company's "superstar" employees' test scores

## Now, You Can Uncover Your Organization's Culture

To discover your corporate culture, you simply need to uncover the story that 1. employees hear in their first week on-the-job and repeat to new employees 2. perfectly conveys how all employees must act - even when no one is watching!

Usually, the story is about the company's founder. It typically conveys insights and actions that lead to remarkable, profitable success.

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## About the Author

Distributes food through qualified agencies to feed hungry people in Chicago. Newsletter, volunteer needs, how to help, and news.

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