

St Clements Education Group E-Magazine

ANCHOR

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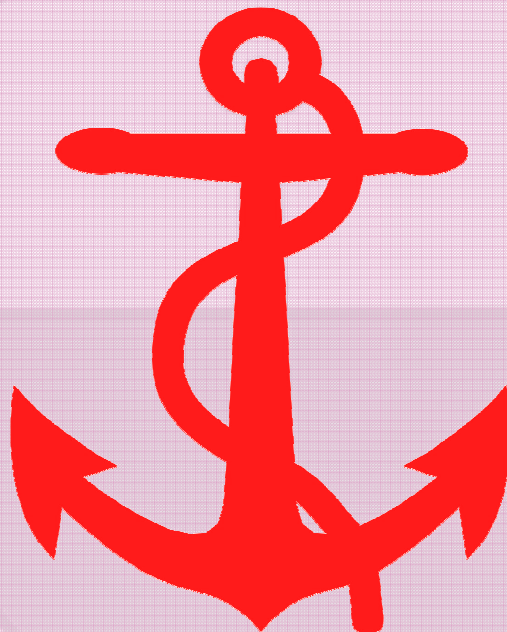
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Editorial:

St Clements Education Group's schools are based on several education concepts. The first is that any sub-degree programs they offer should, where practical, integrate into Bachelor degree programs. In some countries we are registered in, this may not be possible, but where it is, this should be a key part of our planning.

Another core philosophy of all St Clements Education Group's schools is the principle of lifelong learning and that age should not be a barrier to people studying for degree qualifications. In many parts of the world, to become a Bachelor degree granting school, the school needs to attract school leavers as that is what government bureaucrats see as the prime role of tertiary education schools. St Clements Education Group schools encourage as much as possible, working adults to participate in the degree granting education process as much as practical. This will often be dependent on the local Ministry of Higher Education's regulations.

Apology: Re Anchor February 2014 Publication – Article 'Graduation Convocation Pretoria South Africa 2013'

For the record we wish to inform you that we have unfortunately left out the name of **Paul Johannes Nel** who has been part of the group of Radah Academy who have been rewarded by St Clements University with the Philosophiae Doctor Degree. However he appeared with the group photo published.

We wish to apologise for this mistake.

The Term International University

A number of private non-traditional universities have used the term international university to describe themselves. What does the term mean? This Academic Council News Report will try to define it. It believes the term should be used to describe schools which are located in one country and predominantly (not necessarily exclusively) caters for students from another country. Thus their home country's regulators prime concern is the education of their country's students not students from other countries, which the institution caters for. There are a number of such schools in the world. St Clements Private Swiss University, St Clements University Higher Education School - Niue and St Clements University (T&C) all fit this definition of being "*International Universities*".

Philippines Degrees Recognised in Australia

It has only come to St Clements Education Group's attention that there are *UNESCO Regional Conventions of the Recognition of Studies, Diplomas and Degrees in Higher Education* in existence. These conventions are like free trade agreements, but are in regard to Higher Education and Training. The Pacific Agreement set up at the International Conference in Thailand in December 1983 has been signed by both Australia and The Philippines.

Relevance to St Clements: St Clements University Higher Education School - Niue offers dual degrees with Aldersgate College from the Philippines. Aldersgate College is an accredited Philippines private university. This convention should make the promotion of the dual degree programs "easier" in Australia, than they have been. All the current Australian students studying St Clements University Higher Education School - Niue programs are studying Engineering courses. The professional body for Engineers in Australia is "*Engineers Australia*" is a very progressive body where it accepts most qualifications subject to a rigid **test out** to ensure they meet Australian Engineering knowledge requirements.

Become a TESOL Teacher

Study a Dual Master Degree in TESOL by enrolling into the St Clements University Higher Education School - Niue / Aldersgate College Master of Education Management (TESOL) program to become a qualified TESOL teacher. This program is a degree for Bachelor graduates who wish to further develop their TESOL knowledge.

Cost of the Dual degree is USD\$6725

For further information please contact admin@stclements.edu.nu

Celebrate
St Clements University's
20th Anniversary
by Attending the Dubai Leadership
Seminar in August 2015

In co-operation with the London Graduate School, St Clements University will be co-sponsor of the Leadership Seminar in Dubai. This will be an official part of the St Clements University's celebration and any St Clements University graduands (people who have completed their degrees and have their certificates, but have not attended a formal ceremony) are welcome to attend the event to graduate formally.

Up to 20 leading senior figures in their expert field will be given Honorary Doctor of Service degrees for their expertise in celebration of St Clements University being 20 years old.

St Clements University co-sponsored the December 2011 Dubai Leadership Seminar and below are some of the photos from the event.



If you are interested in attending this celebration please contact Dr David Le Cornu at admin@stclements.edu

Professional Organisations News

Institute of Professional Financial Managers London Convocation

The Institute of Professional Financial Managers 2014 Graduation Convocation will be held on Saturday 4th of October between 2 – 6 pm. St Clements University graduates are welcome to attend. If they require an official invitation for visa etc purposes, there will be a fee of £20.

Become a Certified Executive Practitioner or Certified Administration Practitioner

The Academy of Executives and Administrators has developed these two awards to help develop the professional recognition of its members in their two core discipline areas.

The Certified Administration Practitioner is for those people who are in professional administrative organisations being industrial, commercial, governmental or non-profit.

The Certified Executive Practitioner is for those people who are professional executives of industrial, commercial, governmental or non-profit organizations.

The Academy of Executives and Administrators Associate, Full, Fellow and Companion members are encouraged to apply.

To apply for these awards a member must demonstrate the following:

- 10 years practical experience as an Administrator or Executive
- 5 years practical experience and completed an approved Diploma level course qualification
- 3 years practical experience and completed an approved Bachelor level course qualification
- 2 years practical experience and completed an approved Master level course qualification.

Most St Clements Education Group Diploma, Bachelor and Master degrees in Business Management and Administration disciplines are approved for one or both of these Certified Practitioner awards.

For details on how to join the Academy of Executives and Administrators and apply for Certified Practitioner status contact info@academyofexecutivesandadministrators.org.uk

Farewell to Institute of Professional Managers Australia

The professional body – Institute of Professional Managers, Australia, which was formed in the 2000's has decided to deregister and go out of existence.

Chartered Institute of Management Specialists

The above organisation has suddenly appeared on the internet and claims to have been the Academy of Management Specialists and changed titles in 2011. The website claims to be copyrighted in 2009, but the current website was registered on the 30th of December 2013. Its web address is .org.uk, which implies it is a UK professional body, but currently it is very difficult for professional bodies to go from Academy to Institute and even harder to become Chartered. This body has nothing to do with the Institute of Management Specialists which is a UK professional body.

Institute of Professional Financial Managers News

New Appointment by IPFM of Director of Education



Professor Samuel Lartey

BA, MBA , Ph.D, D.Litt
CPE, CompIMS, DFAMS, DFPCPFM,
DFPFM

We are pleased to announce the appointment of Prof Dr Samuel Lartey as the first Director of Education for IPFM. His appointment comes in view of his business and professional acumen and extensive academic research. With respect to this appointment, we also considered his excellent achievements with intellectual exposures and experiences. He has excellent mentoring, lecturing and facilitation experiences.

New IPFM Qualification

The Institute of Professional Financial Managers has developed a new program - Financial Technician Diploma (FTD). It is designed to qualify graduates the IPFM Technician grade membership award. The core subjects are Finance, Managing Project Risk & Decisions and Negotiation. Graduates will be given the extra discipline of FTD after their name and the subjects integrate into the Institute of Professional Financial Managers/St Clements Private Swiss University Bachelor of Science in Financial Management program.

Institute of Professional Financial Managers (IPFM) and Academy of Multi-Skills (AMS)

IPFM MEMBERSHIP COSTS 2014

	First Year	Annual Renewals	Lifetime
Technician (TIPFM)	GBP 100	GBP 25	GBP 250
Associate (AIPFM)	GBP 120	GBP 35	GBP 350
Fellow (FIPFM)	GBP 140	GBP 45	GBP 450
Doctoral Fellow (DFPFM)	GBP 160	GBP 55	GBP 550

Readers of Anchor and Veritas receive a discount of 50% on these fees.

AMS MEMBERSHIP COSTS 2014

	First Year	Annual Renewals	Lifetime
Technician (TAMS)	GBP 60	GBP 25	GBP 250
Associate (AAMS)	GBP 70	GBP 35	GBP 300
Fellow (FAMS)	GBP 80	GBP 45	GBP 350
Doctoral Fellow (DFAMS)	GBP 90	GBP 55	GBP 400

Readers of Anchor and Veritas receive a discount of 50% on these fees.

DIPLOMA COURSES FROM IPFM AND AMS

Both organisations run Diploma courses:	
Diploma	GBP 269
HND	392
Certified Diplomas	from 511
Post-Graduate Diploma	548
Doctoral Diploma	998

Readers of Anchor and Veritas receive a discount of 20% on these fees.

ACCREDITED DEGREE CERTIFICATES

IPFM Business School runs the following degree courses:

PhDs 8,680

Degree certificates will be issued by Aldersgate College, which is fully accredited in the Philippines and is on the UNESCO list of approved universities. Holders of SCU master degrees receive a discount of 20% on these fees.

Turkish Psychology Federation Accreditation of St Clements University Degrees

The Turkish Psychology Federation has reviewed the curriculum of the following courses and has accredited them for membership:

St Clements University Arabic Language Division Programs

- Bachelor of Psychology
- Master of Psychology

St Clements Private Swiss University Programs

- Bachelor of Psychology
- Master of Psychology (Clinical)
- Master of Psychology (Organisational)
- Master of Psychology (Industrial)

St Clements University Turkish Language Division Programs

- Bachelor of Psychology
- Master of Psychology (Clinical)
- Master of Psychology (Organisational)
- Master of Psychology (Industrial)

Dr Emmanuel A. Wilkie

(If you judge a fish by its ability to climb a tree, it will spend its entire life believing its stupid – Albert Einstein)



A faint twinge of excitement floated through my body that night. A hint of anticipation of the coming day could not be suppressed; yet to be overcome with anxiety would not do at all. I arduously forced those pernicious thoughts from seeping in and overcoming my body and mind. I still wonder that I slept at all that night. But I did. I slept soundly and comfortably as those nervous deliberations crept into my defenseless, unsuspecting mind, pilfering my calm composure. When I awoke refreshed, I found my mind swarming with jumbled exhilaration. The adrenaline was flowing already. I have just got an email from Dr Le Cornu.

After a quick breakfast, I pulled some of my gear together and headed out. The car ride of two hours seemed only a few moments as I struggled to reinstate order in my chaotic consciousness and focus my mind on the day before me. My thoughts drifted to the indistinct shadows of my memory. When my life was quickly falling out of my hands and reality wasn't within reach, I felt helpless. I needed to find a way out somehow, someone or something to influence me in a better way. My thoughts drifted back to the time when I wrote that letter. It was to Dr Le Cornu of St Clements University more than ten years have pass, yet it is fresh in my memories. With his advice and guardians I register for and was accepted to do BSc in Health Studies and then a PhD. It didn't stop there. Again with his guardian, advice

and recommendations, I was accepted into the International University of Health Sciences School of Medicine where I got my Doctor of Medicine (MD) degree. Of all the characters that I've "met" through books, life and movies, one stand out as that I most want to emulate, and hope to influence other people mostly youth the way I have been influenced by Dr Le Cornu. My BSc and PhD degree in Health Studies from St Clements opened the way of opportunities for me and has enabled me to attain awards and recognition including Health Manager Specialist award from the Institute of Management Specialists, UK., Recognized Clinical Chemist Award from the American Association for Clinical Chemistry just to mention a few, and of course my Doctor of Medicine.

No one can deny that there are many difficult *moments in our life* when we are sad or disappointed; often there is injustice and various events that are bitter and very unpleasant. We cannot totally avoid these **aspects of our life**, as it is always interrelated with the other people and everything can drastically change any moment. A lot of people find these challenges to be too hard for them and in such situations they just choose not to interfere in the course of affairs and *complain about life and its miseries*. But as for me, it is too easy of a way out. I choose to perceive these challenges in such a way that they polish my character and make me a better person. It is not an easy way, I have to admit. However, I strive very hard to do the very best I can.

Emmanuel A. Wilkie

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East Africa at 50 – A Celebration of Histories and Futures

Between the 10 – 12th of September 2013 a Celebration of Histories and Futures Conference was held at the University of Nairobi.

Professor Dr Mohammed Eno, the Dean of St Clements University – Somalia attended the meeting.

He spoke during the section on Writing Somalia chaired by Dr Tina Steiner.

He jointly presented the papers “A *Literary Perspective of 50 years of Socio-Political Consciousness of the Bantu Jareer Community*” and “*Poets as Muses of Migrantude – Prevalent Images of Contemporary Somalia in the Poetry of Ali Jimale Ahmed and Mohammed Eno*”.



Professor Dr Mohamed A. Eno represented SCU Somalia at the Conference with Prof JKS Makikha of Kenyatta University. The conference was co-hosted by the Department of Literature, University of Nairobi; English Department, Stellenbosch University; and the Kenya Oral Literature Association.

St Clements Institute - Cambodia Marketing Promotion for Recruiting Students for Bachelor Programs in Academic Year 2014-2015

To inform and attract students to come and enrol at St Clements Institute into Bachelor programs in the academic year 2014-15 the staff prepared leaflets and brochures for 5 high schools in three different locations. These were Hun Sen Taing Kok and Srash Banteay high schools in Kompong Thom province, Kompong Trabek high school in Prey Veng province, and the last two schools were Intra Devy and Hun Sen Phnom Penh Thmey high schools.

While conducting the promotion, to the above mentioned high schools, the staff met and discussed scholarship programs and other special discounts with the school directors and their subordinators. After discussions finished the parties worked together to inform the grade 12 students at each high school of the promotion. At the same time brochures and leaflets were distributed to the students and teachers with a very detailed explanation prepared by the St Clements Institute colleagues so that they could clearly understand details of the scholarship programs for 2014-15, school facilities and location.

Information on each high school and photos of the promotion are shown below.

- **Hun Sen Taing Kok high school** is about 100kms from Phnom Penh. At the promotion around 200 students were distributed with brochures and leaflets. **Srash Banteay high school** is over 10 kms further from Hun Sen Taing Kok high school and the promotion to students and teachers, about the scholarship programs, was the same as the first high school. There were a total number of around 100 students at this school.



Staff at Taing Kok high school with the Principal



Taing Kok Students



Principal and Staff at Srash Banteay

- **Kompong Trabek high school** is located along the national road number 1, southeastern province of Phnom Penh and it is about 100kms from Phnom Penh city. There were around a total of 200 students for grade 12. The staff met with the students in each class with their teachers and informed them of the school promotion and discounts for 2014-15. Leaflets and brochures were offered to the students for more information. The St Clements Institute representatives met and discussed the promotion goals and aims with the school headmaster and vice school headmaster before implementing these activities.





- **Intra Devy and Phnom Penh Thmey high schools** have a total number of grade 12 students of around 500. The representatives went to promote the St Clements Institute school scholarship program in both morning and afternoon sessions. The teachers and principals were invited to sit and discuss information about the special discount for New Year bachelor degree programs. The next step was to meet students in their respective classrooms and promote the same way as had been done previously in the other high schools.

All of the above schools promotions were recorded with students names and their contact lists. These lists will enable the Institute to contact them before the New Year arrives.

In early May the St Clements Institute is planning to continue conducting the marketing promotion to a number of high schools in Takeo, Kompong Speu province and two other high schools in Phnom Penh, Chum Pou Vorn and Russey Keo.

A Professor Gets Bachelor Degree

Observers were surprised to learn that a Professor of Management and leading management consultant, David Iornem from Nigeria, enrolled to study on the new Pacific Dual Degree Course leading to Bachelor of Applied Management (Digital Marketing) and Bachelor of Science in Business Administration (Digital Marketing).



But the Professor was quick to explain that this is quite normal. He said he obtained his degree level qualifications in Marketing way back in the 1970s. According to him, so much has changed since then. "I decided to update my marketing qualification by getting a degree with concentration in Digital Marketing. That is the current focus of marketing practice", said the Professor. He emphasised that it is normal to update knowledge "We do this all the time as knowledge professionals", he added.

Professor David Iornem is the first student in St Clements University Higher Education School - Niue's history to get A's or Distinctions for all Course Units in his work. He presented textbook level examples for all his assignments with near perfect answers.

This is not the first time Prof Iornem has done this. He enrolled, studied and took examinations of the Advertising Practitioners Council of Nigeria (APCON) in 1994 when he was already a Senior Member of the Council. He did the same at the Chartered Institute of Stockbrokers and Abuja Securities and Commodity Exchange in 2004 and 2007 respectively to become a licensed Stock Market Professional, and in 2005, he enrolled on the Post Graduate Diploma in Education of the Usman Dan Fodio University, Sokoto, Nigeria. He completed the programme with seven Distinctions, emerging the best graduating student in a set over 200 students.

"My next target is to use my digital marketing knowledge to study for a Masters Degree in E-Commerce", enthused Prof David Iornem who seems to have an unquenchable appetite for knowledge.

Other Universities News

Aldersgate College

Aldersgate College has organised an agreement with a regionally accredited USA university, where upon their Bachelor of Business Administration graduates can study a 9 month bridging program to receive a Bachelor degree from them. Remember St Clements University Higher Education School - Niue has a dual degree program with Aldersgate College, where students study a St Clements University Higher Education School - Niue Bachelor of Applied Management and also receive an Aldersgate College Bachelor of Business Administration. Thus they could also take advantage of this route for a USA regionally accredited Bachelor degree.

The Hague School of Business and Management

The Hague School of Business and Management is a new English Language Business School registered in the Netherlands. It offers Bachelor degrees in Finance, Finance & Accounting and Business Management. It is currently seeking accreditation from the Accreditation Council for Business Schools and Programs. It has opened up negotiations with St Clements Education Group on the possibility of St Clements students studying their degree programs in The Hague.

Magical Mystery Master of Arts

On the 50th anniversary of the Beatles rise to worldwide fame it's only right to mention the Masters degree on the Fab Four which is offered in Liverpool. A Master of Arts, titled "The Beatles, Popular Music and Society" is offered by Liverpool Hope University and can be done full time in 12 months or part time over 24 months.

University of Western Australia Launches MBA for Promising Stars

The University of Western Australia (UWA) will launch a full-time 12-month Master of Business Administration in January 2015. A highlight of the new MBA will be a three-month business advisory project undertaken with leading global countries. Students will also take part in a personalised leadership development program and help build their business networks by having individual and group interactions with business leaders from diverse sectors.

TAFE Unveils "Mix + Match" Study

In an article by Tim Dodd he says "Australia's largest TAFE, the Western Sydney Institute (WSI), will introduce unprecedented flexibility into its qualifications, allowing students to start a course at any time and choose how, when and where they will study. The new system, called "mix + match" will start on April 1. It will allow students in more than 12 different study areas to choose their course units in a similar way to online shopping, which is intended to make enrolment simpler.....the flexibility would cater to those who had busy lives due to jobs, families and other demands. And using the online option would allow students to finish courses faster.....In developing mix + match, TAFE WSI built on the experience it has gained in online education through running the Open Training and Education Network (OTEN) which has more than 60,000 students enrolled online in more than 200 courses.

Minerva University

In an article by Tim Dodd in *The Australian Financial Review* on Page 14 he says "A new American University, Minerva Schools at KGI, has opened its doors, aiming to offer an Ivy League-quality education at a much cheaper price. The university said last week it had made 45 offers to students in its foundation class out of 1794 applications. It claims the admission rate of 2.5 percent makes it the most selective undergraduate program in US history..... However, tuition fees at Minerva are only \$US10,000 a year and it estimates the annual cost of attendance, including food and living expenses, will be just under \$US29,000 a year, less than half the cost of the United States' top universities.....Mr Nelson, who is also Minerva's CEO, told the *New York Times* last year that "we want to rethink everything, and bring together the world's best curriculum, the best students, the best professors, at the lowest possible price.....Although it is a residential university it has no permanent campus, with the first class of students living in rented accommodation in San Francisco. But through their course, students will move to other resident halls in cities on different continents, changing locations each semester.....More than half (58percent) of the students offered admission were from outside the US. They have until April 15 to accept their admission offer. Minerva operates in conjunction with Keck Graduate Institute of Applied Life Sciences, a graduate university in California."

Online Dating and Talent Matching: New Partners? Even Soul Mates?

By Irving H. Buchen

There is an old folktale that pictures the Devil trying to disarm a group of suspicious drinkers in a tavern: “You have nothing to fear. All I do is mismatch couples in marriage.” With that claim from the Devil, the peasants trembled and quickly fled.

Later on, looking back, and more sober, they met and reluctantly acknowledged Satan’s power over human relationships. He had convincingly clinched his title and role as the supreme spoiler of the archetypal relationship between men and women.

On the other side of the world, Confucius counseled a lovesick petitioner by quietly suggesting, “Marry the girl next door.” And many of us did and benefited by all that we had in common, assured by such proximity.

Satan and Confucius stake out a polarizing span between how difficult and demonic and how benevolent and easy it is to play the matching game. Although all this occurred BC—“Before Computers,” the problems and successes remain, except now they have turned over to a powerful partnership between the psychology of compatibility and the technology of data management—between the interaction of participants and the give-and-take of the Internet.

In the last 20 years, electronic dating and matching has become almost a norm as well as a major business enterprise. In 2008 revenues totaled \$937 million. In 2004 there were 844 dating sites, an increase of 38% over the previous year. In addition to the major generic sites such as eharmony.com and match.com, there are sites that cater to every conceivable religious, racial, and gender groups and preferences.

Although extremely popular among baby boomers and cutting across all states, genders, racial groups, and professions, online dating has been neglected in at least two ways. Most obviously, it has not been linked to social media and its now heralded value. But more important, it has not been perceived as a powerful resource and tool for talent recruitment and selection.

Specifically, online dating offers minimally five fruitful paths to pursue:

Talent Pool

The demographics are a miniature of the whole—it offers precise recruiting samples, already segmented for marketing and harvesting. Dating often leads to marriage, which signifies a population willing to

settle down that tends to be serious, stable, and mature. Finally, there is the prospect of a two-fer—of recruiting not one but two professionals at the same time; and if not, then a strong mutually supportive and motivational relationship. In short, this is an ideal talent recruiting pool.

Due Diligence

Remember what this pool of professionals has been asked to do (of ten for the first time): spend three to four hours for eharmony.com filling out a questionnaire of over 400 items and, in the process, search inwardly to discover deep-seated core character traits that have not changed over time; note personality attributes that have been acquired over time; review their resume, which cannot be submitted as such but can be mined for work patterns and habits that uniquely supplement the core traits; and, finally, compile a comprehensive, honest, and revealing profile of all of the above. In short, this group is thorough, prepared, and willing to do its homework.

Self-Image

In the process, the candidate may be surprised at seeing himself or herself, perhaps for the first time, as unique or at least special—feeling a surge of the confidence of self-discovery, aware of how others perceive him or her, and hopefully how his or her soul mate may see him or her with adoring eyes. In short, this is an individual with a sense of newness and the future.

Compatibility Factors

Above all, recall that each individual is being educated of ten for the first time on what enables the matching game to work effectively—the knowledge and application of compatibility factors. Whether they number 29 or 10, these factors are what attracts and holds people together for a long time; they are the glue that lasts longer than sex or money. Compatibility is being mature when you are only 20.

Company Compatibility Profile

This is the hardest part because it does not exist. It has to be created. Start off by eliminating tempting shortcuts of what it is not: It is not vision, mission, brand, logo, and so on. It is not stock market or financial ratings. It is not reputation or standing in the industry. And it is certainly not the exalted image of a legendary CEO.

What then is it? It is a company’s character—its personality; its face; its handshake; its dress; its energy level; its sound (noisy or quiet); and, above all, whether it is a happy, smart, and engaging place to work.

Why is that so important? Because to tap the value of matchmaking, the character and personality of each organization has to interact and hopefully match its

counterpart for there to be even a first date. In addition, there is a bonus yield: the resultant company profile in its own right and as a separate take-away may turn out to be as surprising, refreshing, and revealing as that of its suitor.

What conveys and sums up the character and personality of a company? Because that is not a usual or familiar request, two guidelines might be helpful:

- Focus on only what is situational and in process. Avoid canned verbal summaries and never use or refer to job descriptions.
- Select some essential core activities that the company is proud of and cites to prospective candidates.

Here are three generic activities that many companies believe set them apart but are translated into the language and profile of compatibility:

- **Communication Skills.** We talk a lot—from the minute we get up in the morning to when we leave. Back-and-forth banter and sharing goes on all day long. If silence is golden, it is somewhere else. Schmoozing is not reserved for executives or the golf course or the water cooler, but goes on relentlessly even in restrooms. All that chatter lubricates the way we not only get along but how we also get things done—on time and on budget. If you are a silent Sam type, you will not fit in. After a while, everyone will talk as if you did not exist.
- **Teamwork.** Everyone is in charge, but everyone is also part of the rank and file. No one worries about getting his or her hands dirty or being asked to take out the trash or even mopping the floor once in awhile. We not only have been cross-trained but are also required to visit the interfaces between units where often much falls between the cracks. So teaming is our way of life. It is also the way we learn to be leaders. Team leadership is not fixed—it is rotational. It changes with the challenge. It self-selects from the group the expertise needed and gives the person the helm. The key characteristic is initiative—as important as innovation. Indeed, perhaps the two are really versions of each other.
- **Quality Customer Service.** Let us be honest about it: Customer service is really a form of reselling, again and again. But we love our customers all year, not just at renewal lines. We bond with them in a special way. We form a triangle between us and the customer and the product or service provided. Each inhabits a corner angle. The triangle lies on its side with its point facing the future. And that is what the relationship is all about: the separate and

common future of all three. That is also what their conversations, emails, and phone calls always are about as well—what is new and what is next. The future of our customers singly and collectively is our future. We are joined at the hip.

Online dating and matchmaking is a self-selecting, self-contained, and stand-alone effective recruiting system. Participants are brought together not by chance or random selection but by a complex, sophisticated, and scientific system of matchmaking. Equally as important it is not a passive or mechanical process but requires the extensive input and commitment of two motivated parties seeking a common future.

But for that population and process to become a supplemental recruiting strategy, a different kind of due diligence is required—a willingness for the company to create and take on a human face, voice, and energy to change its perception and profile of the image of itself; to invest in searching what deeply makes it tick; to learn and develop a new language for describing its character, personality, and even its company soul; to appreciate and take seriously the difficulty, cost, and failures of finding the right fit; and finally to be willing to share that profile along with other standard descriptors with candidates who value knowing who you are, from the inside out not from the outside in. Hopefully, the net result may not be a marriage made in heaven but more realistically on the modern world of the Internet, and, above all, deliver a new technology to the e-world of talent management.

About the Author

Irving H. Buchen, PhD, secured his doctorate from Johns Hopkins; taught at Cal State, Wisconsin, and Penn State; served as a consultant and executive coach; and published over 150 articles and 10 books.

