

Yada!

ASSESSMENT

RECRUITING GUIDE

A PERSONAL NOTE

Helping a young adult decide where they will go to college is daring. You're helping them determine the path that will, in many ways, determine their life.

And let's face it - you have an agenda to help them choose that path that leads to you and the school you represent. The question is how can you do this with more effectiveness and even more efficiency?

We believe we have at least part of the answer for you in our assessment called Yada. Why? Because if you offer a prospective student the opportunity to learn more about themselves and how they are a good fit for your school, you're not only doing a better job at recruiting, you're doing them a huge favor.

Not only that, with their Yada results you can zero in on the optimal ways for showing them - personally - what you offer. You can literally tailor everything from your letters to your campus tour in a way that will speak their language.

This brief guide will show you how to leverage a student's Yada results in a way that allows you to tailor your recruiting efforts more specifically to them. And when you do just that, you're not only becoming more effective, you're giving your very best to the student who is seeking the best college home.

You're on your own. And you know what you know. And you are the one who'll decide where to go.

- DR. SEUSS



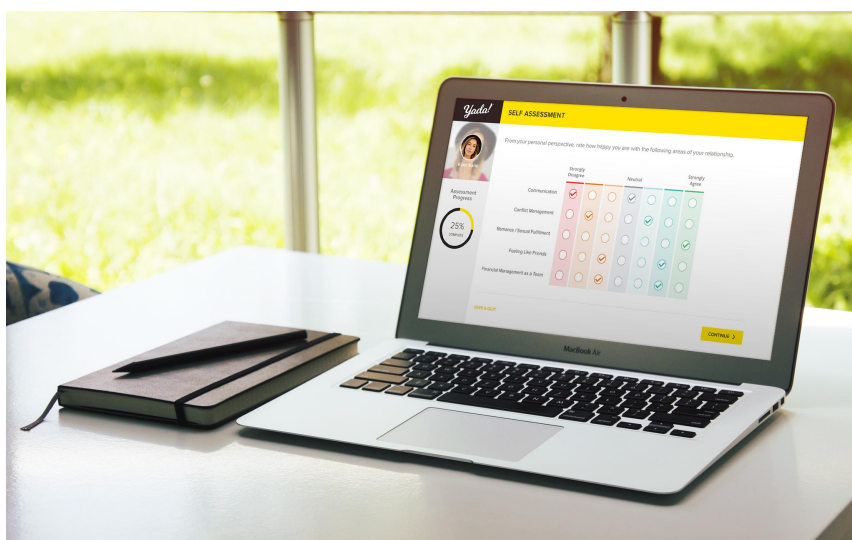
Drs. Les and Leslie Parrott
LesandLeslie.com

YADA HELPS YOU RECRUIT BETTER

The better you understand each individual student and the more you customize your recruiting experience for them, the more likely you are to optimize their experience with you and ultimately provide them with the best experience to enroll at your university.

How do we know? Consider some research in the sales sector. The Cargill Consulting Group has found that 82 percent of buyers make deals with salespeople who match or effectively mirror their personality styles. This finding is naturally transferable to recruiting. Of course, if you are “selling” to a personality style different from yours, you can stretch your personality style to mirror the prospective student’s personality style.

Mirroring does not mean that you have to assume the personality style of the other person. It simply means that you need to understand their personality style and give them information in the format they need to make their decision. When salespeople fail to match or mirror the buyer’s personality style, the closing rate falls to only 18 percent.



Consider where you land on the Yada Personality Wheel (that means you need to take the Yada Assessment yourself if you haven’t already). You are going to do your best with perspective students who are most like you. That means that if they land on either side of you it will be relatively easy because you are so similar.

For example, if you are Affirming, you will sell well to another Affirming type as well as to an Unwavering and to a Pioneering. That’s known in sales as “selling sideways.” On the other hand, selling diagonally, where you are on the opposite side of the wheel from your prospect, you are facing more of a challenge that demands much more stretching on your part. For example, if you are Affirming you are going to struggle more when trying to connect to an Analyzing.

UNDERSTANDING YOUR STUDENT APPLICANT'S PERSONALITY

As you already know, the Yada Report reveals what makes a person tick. It reveals their personality type and locates them in one of the eight types around the personality wheel on the first page of their report.



Each of these eight types reveals volumes about how you might go about interacting and communicating with a particular student to help them see themselves fitting into your campus life and academic programs.

But rather than give you eight different approaches - one for each type - we've made it far more simple. Remember how the inner circles of the personality wheel reveals two powerful continuums? The first is fast-pace vs. slow pace. The second is people-oriented vs. task-oriented.

TASK-ORIENTED

As a reminder, the Task-Oriented person prizes getting things done. They probably live by a to-do list. They're gratified by accomplishment – whether solving a minor problem or getting good grades. They stay on task and they're probably competitive. Getting a job done, whether big or small, can take priority over other considerations (including people's feelings). In fact, anything that stands in their way of getting the task accomplished will likely become a “distraction.” They like concrete objectives. They like to measure their progress. Plainly put, they like to be productive.

PEOPLE-ORIENTED

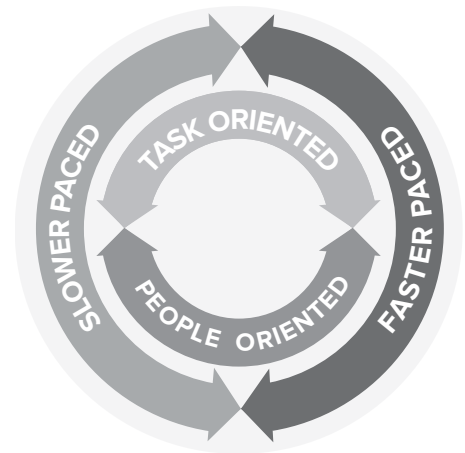
When a person is near the People-Oriented end of the continuum, they generally value the emotional well-being of others over productivity. They're good at working with people and are friendly. They get a “feeling” for people early on in a conversation and seem to know just what to say. They're rarely forceful or domineering. They're flexible and adapt easily to other people's situations and attitudes. They're diplomatic. They prize consensus and harmony. They're a team player. Nobody would describe them as a “loner.” In short, they're a people-person.

FAST-PACED

If a person is near the fast-paced end of the continuum, they probably live their life with a certain level of urgency. They like to get things done *yesterday*! They don't want to waste time. They're ready to get going. They want to use their time wisely. They often measure success according to speed. They prize efficiency and speed. They can become impatient more easily than others because their days are packed. They typically schedule things back to back. Others are often amazed by how they can get so much done in such a short time. They like to get their assignments done early. They run on rocket fuel. In short, they're a fast-paced person.

SLOW-PACED

If, on the other hand, one is on the slow-paced end of the continuum, they take their time. They don't over schedule. They like to linger. If they don't get something done today, they'll get it done tomorrow – or the next day. Why rush, right? Why let the clock run your life? So they take their time. If you've ever heard the military phrase, "slow is smooth, smooth is fast," you know it means that moving fast, or rushing, is reckless and will likely get one killed. If they move slowly, carefully and deliberately, however, they are really moving as fast as they can without needlessly increasing the risk of mistakes. If they are slow-paced in general, they see its application to more than military maneuvers. They move more deliberately. They take time to ponder and muse. They are measured and unhurried. Plainly put, they are slow-paced.

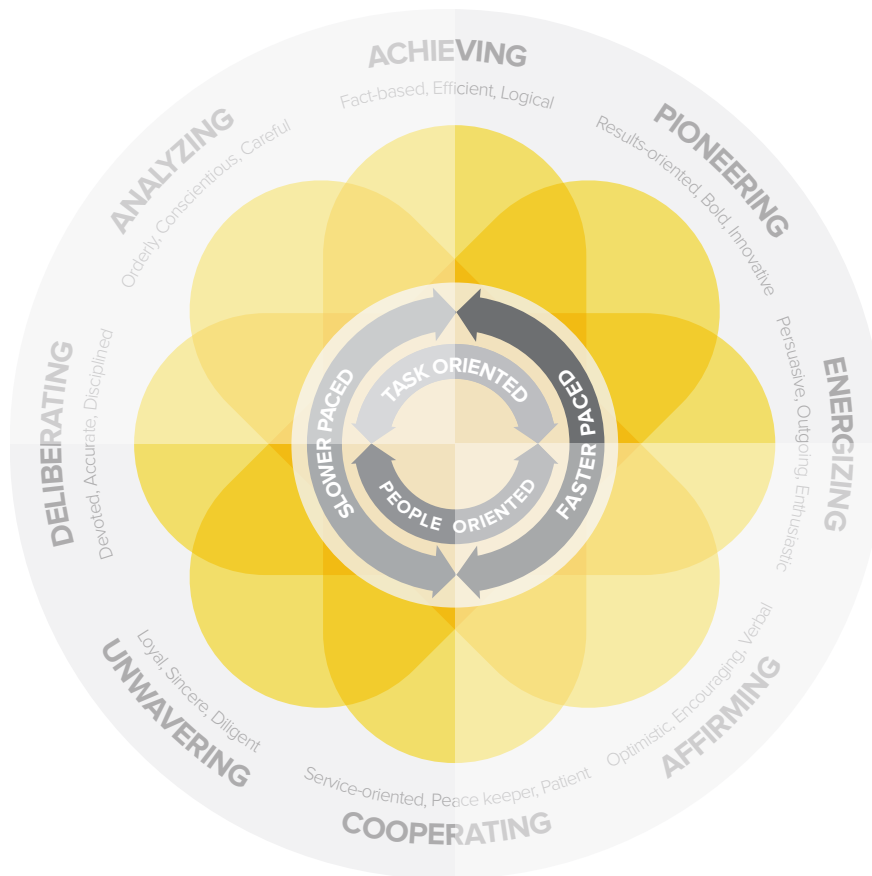


PERSONALITY: MAKING IT SIMPLE

By focusing on these two dimensions of fast vs. slow-pace and people vs. task-orientation, this conveniently gives us four major groups of students:

- *Fast-Paced and Task-Oriented*
- *Slow-Paced and Task-Oriented*
- *Fast-Paced and People-Oriented*
- *Slow-Paced and People-Oriented*

So we can divide the personality wheel into quadrants, like so:

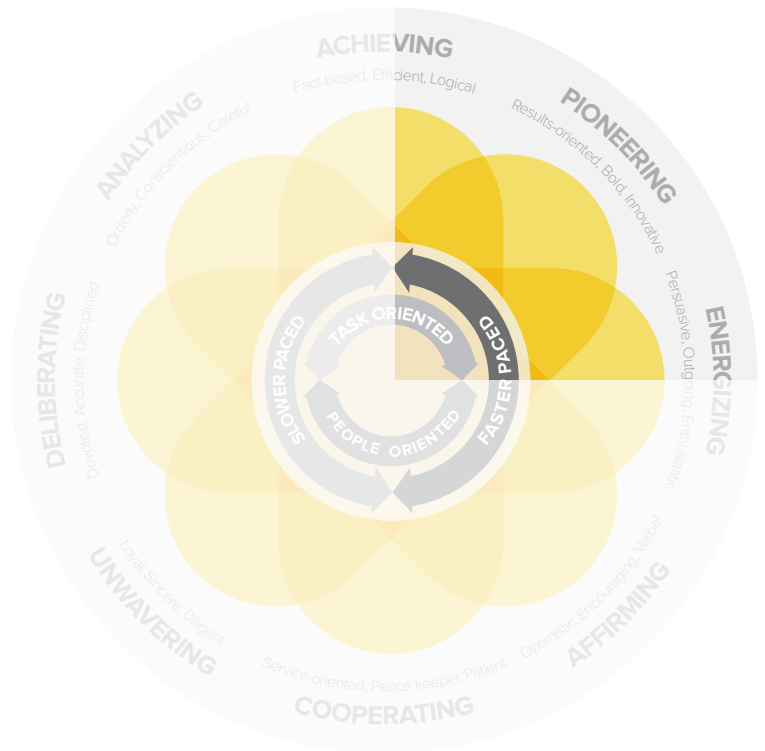


The remainder of this guide gives you specific help for catering to each of these four personality types among your student applicants.

CATERING TO THE PIONEERING PERSONALITY

The Pioneering Personality, for our purposes, may include the leanings of the Achieving Personality and the Energizing Personality. At the core, this type is fast-paced and task-oriented.

- Likes the big picture and doesn't have time for too many details.
- They become a strong prospect when someone they trust (parents, teacher or friend) is recommending your school.
- Low tolerance for delays and they like the information to have energy and a fast clip.
- Give them control when you can (let them shape the campus tour with you).
- They process information quickly and are relatively decisive.
- They like the bottom line.
- They will likely be formal in their greetings (lacking charm).
- Have non-expressive body/facial movements.
- Not interested in your personal life



HOW TO CONDUCT A CAMPUS VISIT WITH THE PIONEERING TYPE

Expect a formal greeting (may not have a lot of warmth)

Stay clear of revealing your personal life.

Don't expect much feedback or emotion.

Be prompt and don't waste their time.

Give them an overview of what you have planned.

Ask them to weigh in on anything they would like to add or change.

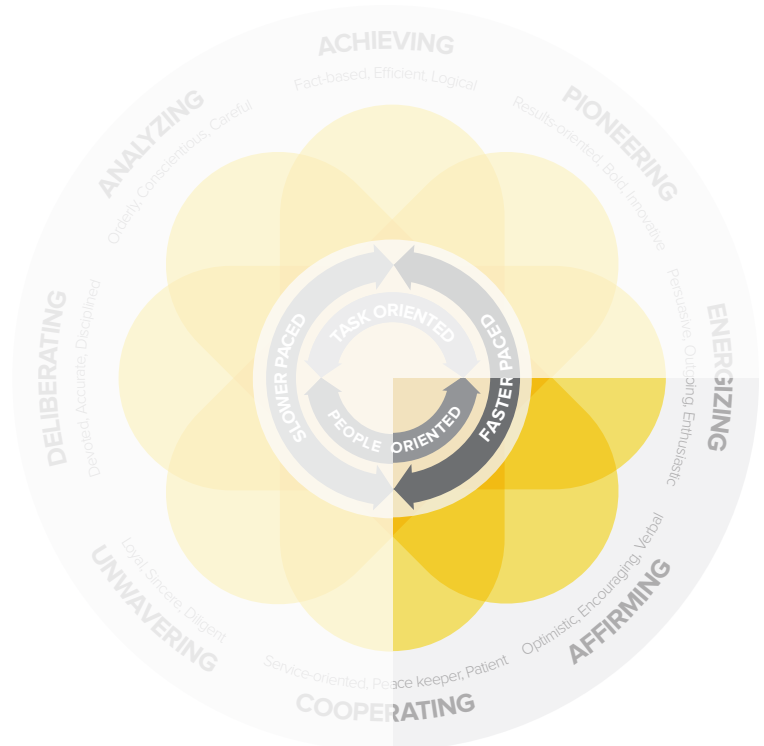
Ask about how they became interested in your school.

Imagine you're giving the tour to Hillary Clinton.

CATERING TO THE AFFIRMING PERSONALITY

The Affirming Personality, for our purposes, may include the leanings of the Cooperating Personality and the Energizing Personality. At the core, this type is fast-paced and people-oriented.

- Eager to meet expectations and be entertaining.
- Personable and outgoing.
- Talkative and a good sense of humor.
- They thrive on options, possibilities and change.
- Tend to be creative, big-picture types who like to dream.
- Tend to overlook details.
- Often service driven and fun to work with.
- Enjoy talking and persuading others.
- Tend to struggle with decisions.



HOW TO CONDUCT A CAMPUS VISIT WITH THE AFFIRMING TYPE

Expect an enthusiastic greeting.

Be excited and optimistic.

Keep things moving at a quick clip.

Don't feel a need to stick with a plan – be spontaneous.

Help them see themselves in various situations.

Feel free to express your own feelings and experiences.

Keep things light and entertaining

Don't bore them.

Imagine you're giving the tour to Jimmy Fallon.

CATERING TO THE UNWAVERING PERSONALITY

The Unwavering Personality, for our purposes, may include the leanings of the Deliberating Personality and the Cooperating Personality. At the core, this type is slow-paced and people-oriented.

- Patient, sensitive and tolerant.
- Well liked and modest.
- Steady, relaxed, kind-hearted, and easy going.
- Not looking for intellectual analysis.
- Once they make up their mind they stick to it.
- Very empathic.
- They avoid conflict.

HOW TO CONDUCT A CAMPUS VISIT WITH THE UNWAVERING TYPE

Expect a warm and eager-to-please greeting.

You'll be able to easily read their facial expressions

Be sensitive to any special requests or needs.

Give them your full concentration and interest.

Don't readily voice your opinions unless you agree with theirs.

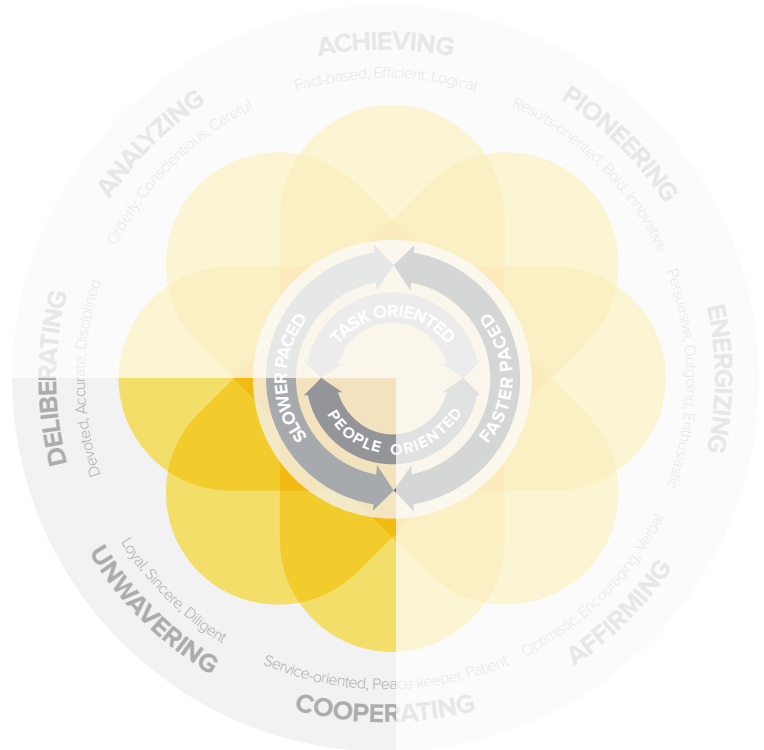
Expect them to ask for your advice.

Say "I feel" more than "I think."

Take your time and don't rush them.

Tune into what interests them most.

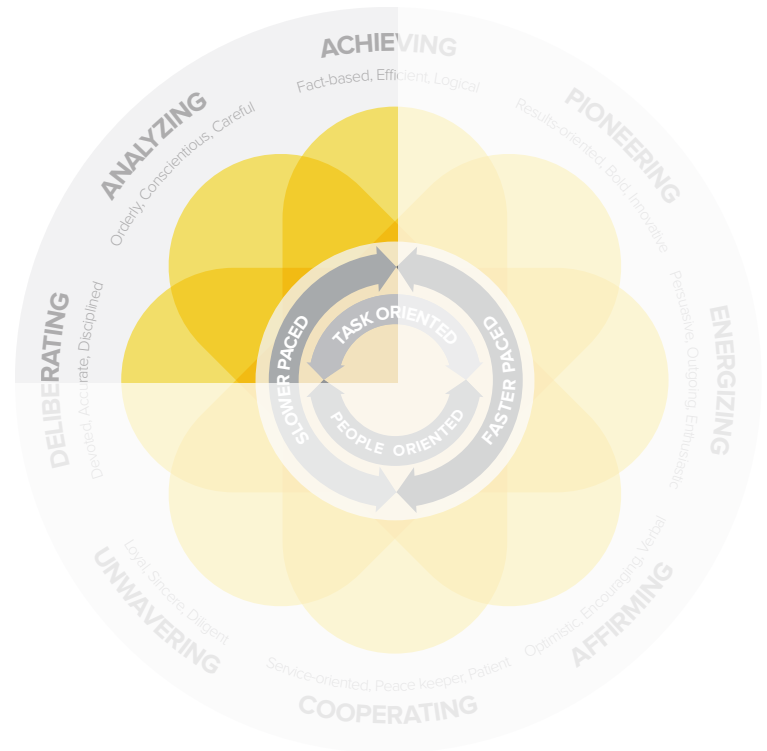
Imagine you're giving the tour to George Clooney.



CATERING TO THE ANALYZING PERSONALITY

The Analyzing Personality, for our purposes, may include the leanings of the Deliberating Personality and the Achieving Personality. At the core, this type is slow-paced and task-oriented.

- Likely to be prepared and organized.
- Conducts a detailed analysis.
- Introspective and deliberate.
- Relies on structure and procedures.
- Comes off as distant and reserved.
- Dependable, logical, careful, precise and thoughtful.
- Tend to talk slowly.
- Thrive on details and can process a lot of information.
- Naturally skeptical and accurate.



HOW TO CONDUCT A CAMPUS VISIT WITH THE ANALYZING TYPE

Expect a cool demeanor (not much enthusiasm).

The more thorough and organized you are the more they will respect you.

Don't expect to read much from their facial expressions.

Take a methodical approach and give them the logic for what you are doing.

Provide written content and even something for them to take notes with.

Relative to other students you need to emphasize facts, figures and details.

You can skip your personal feelings or opinions.

Imagine you're giving the tour to Bill Gates

ABOUT DRS. LES & LESLIE PARROTT



Married in 1984, the Parrotts have had an ongoing passion for helping people build healthy relationships. Their personal passion is the driving force behind the development of three online assessments:

[SYMBIS](#) for facilitators to use with couples.

[Deep Love](#) for couples of any age or stage who want to deepen their connection.

[Yada](#) for individuals who want to better know themselves, know others and be known by others.

As a psychologist (Les) and a marriage and family therapist (Leslie), the Parrotts have conducted research on dating and married couples, they've taught university classes on marriage, counseled countless couples, and written some of the best-selling marriage books of the past two decades.

Les and Leslie speak in over 40 cities annually – from churches to military bases, and from large arenas to Fortune 500 company boardrooms. The Governor of Oklahoma appointed Drs. Les and Leslie as the first ever state-wide Marriage Ambassadors.

In 1991, the Parrotts launched the Marriage Mentor Academy and have trained more than a quarter million couples through this innovative online program.

As #1 New York Times best-selling authors, their numerous books include *The Complete Guide to Marriage Mentoring*, *Love Talk*, *Trading Places*, *The Good Fight*, *Making Happy*, and the Gold-medallion winner, *Saving Your Marriage Before It Starts*.

Les and Leslie's many media appearances include CNN, Good Morning America, the Today Show, The View, and Oprah.

The Parrotts are committed to the highest standards of academic excellence along with an easy accessibility of "what works" and it is out of this mix of practice and research that their assessments were developed.