



The Most Important
Qualities for the 21st
Century Job Market

John Roach, CEO

THE TRUTH

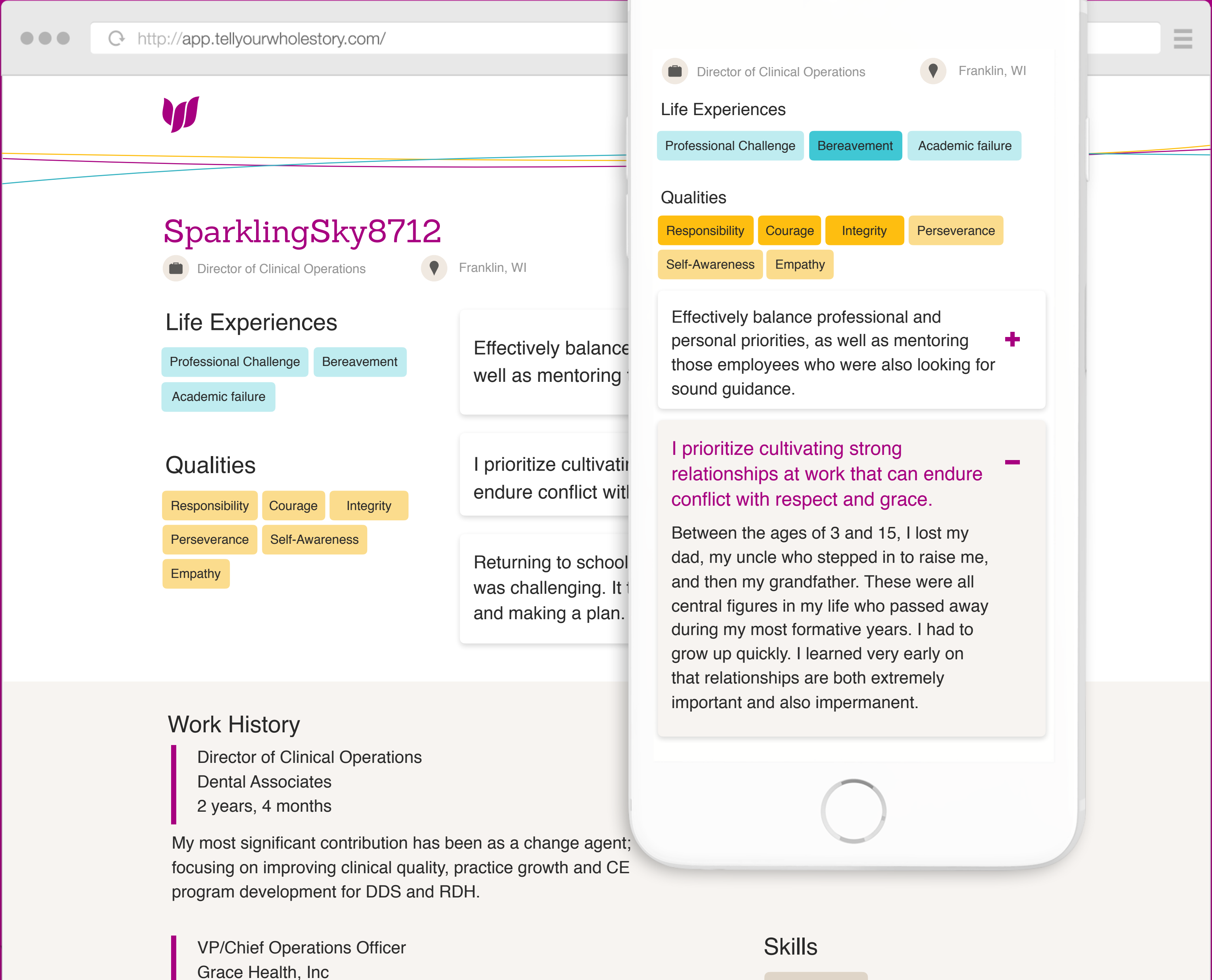
ALMOST ALL OF US
HAVE BEEN DOING HIRING WRONG
FOR A HUNDRED YEARS

WHAT WE DO

A research-backed hiring platform.

WholeStory helps companies discover, identify, and hire resilient people.

Our platform uses life experience to validate soft skills and surface hidden talents. Companies gain deep insights with less effort and can search for people based on unique data. Job seekers are able to differentiate, better prepare for the interview, and be discovered by the entirety of their experiences.

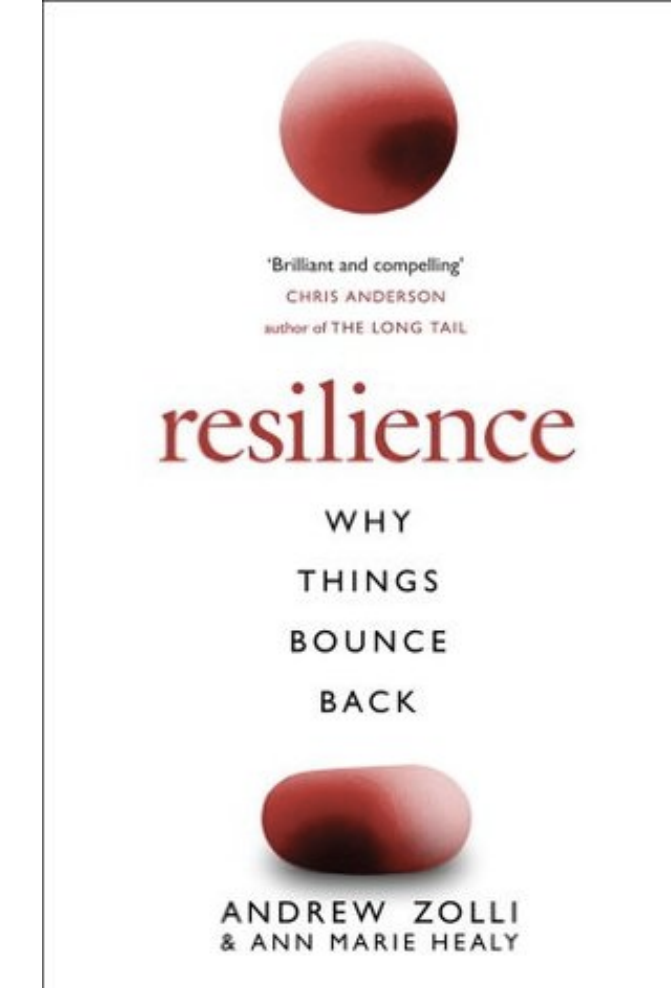
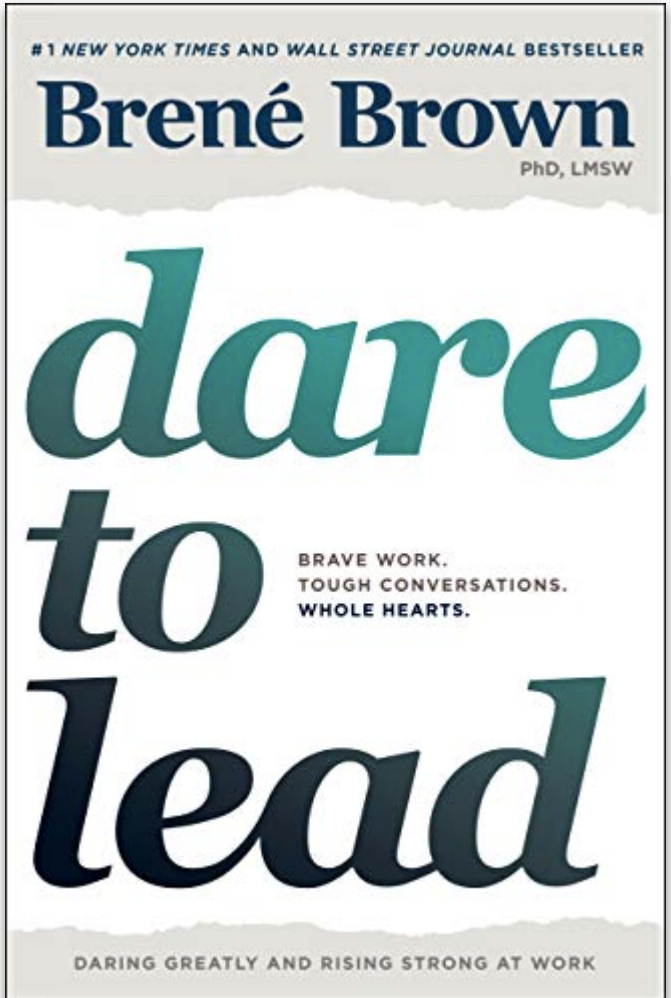
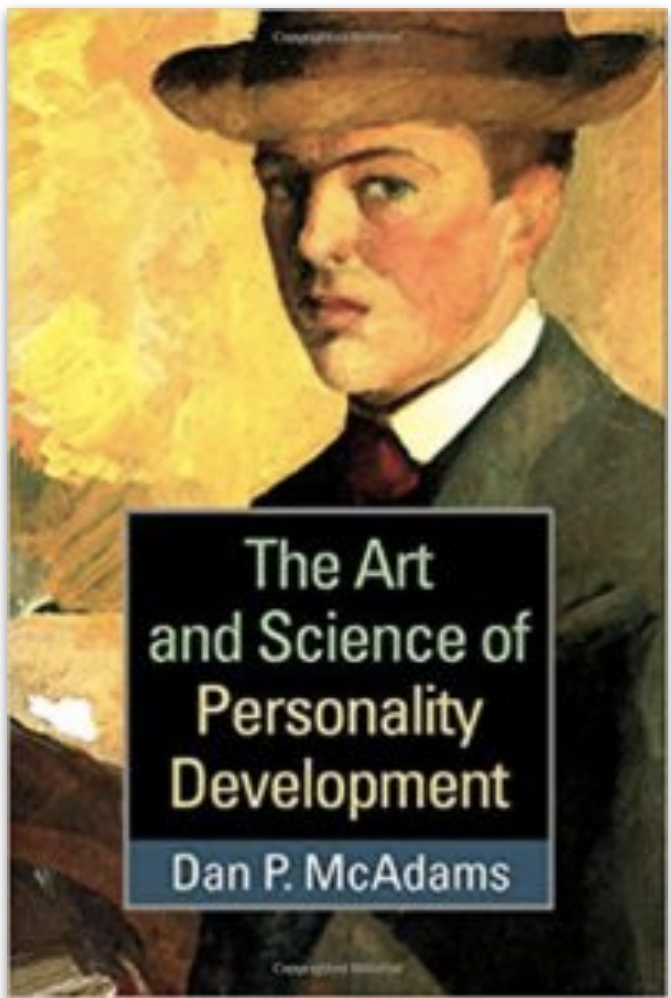
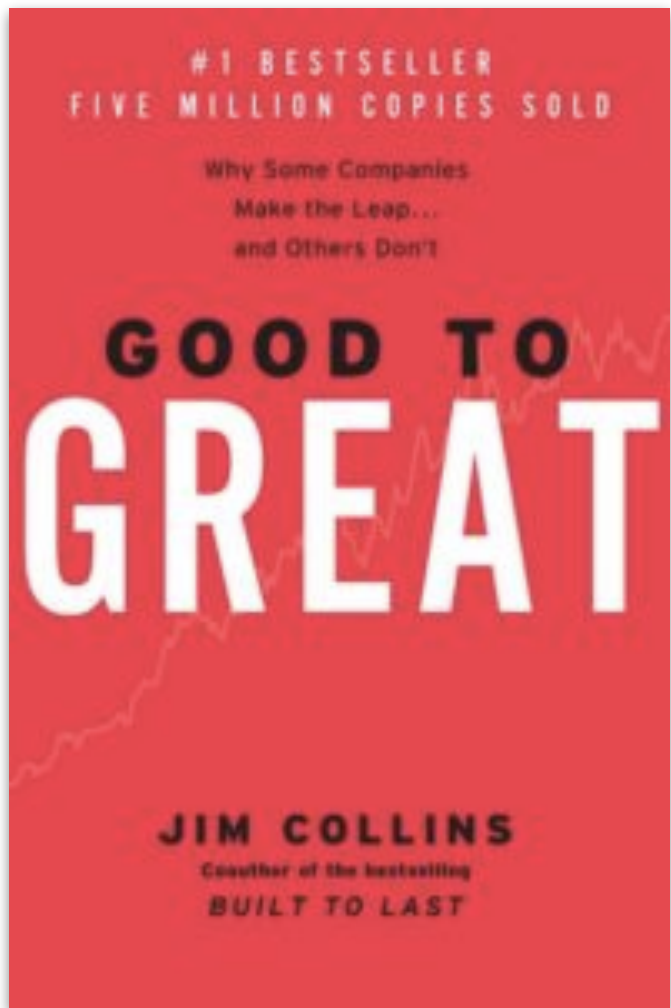
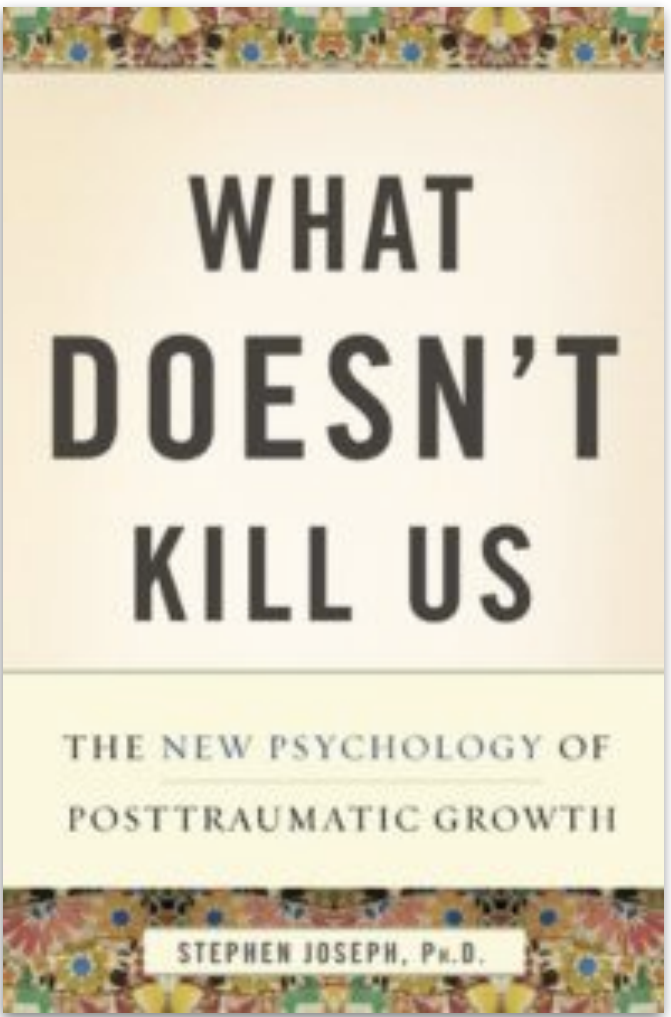
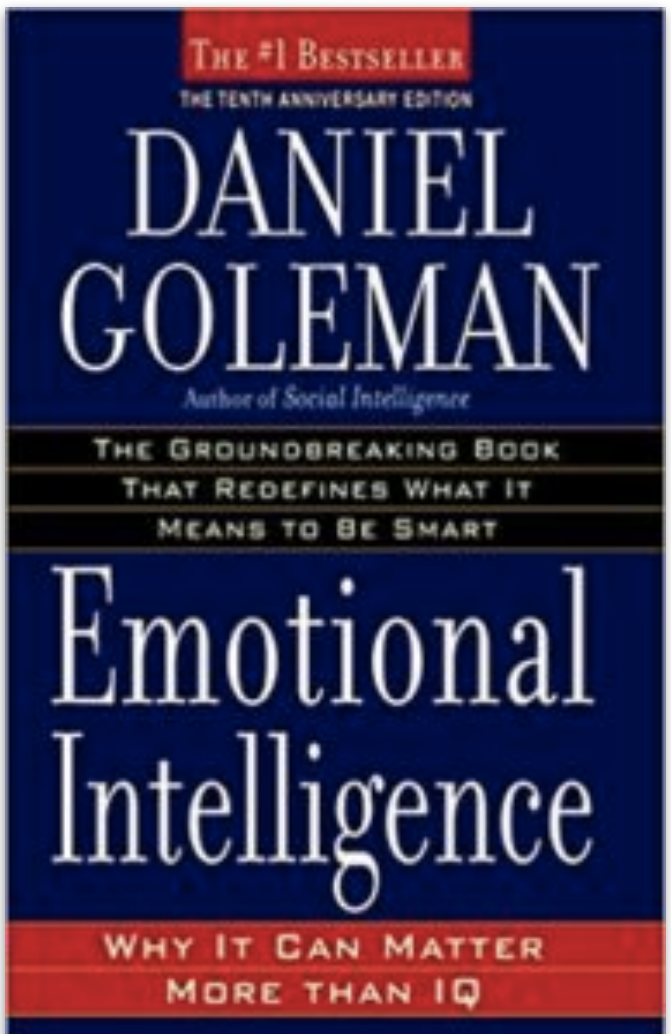
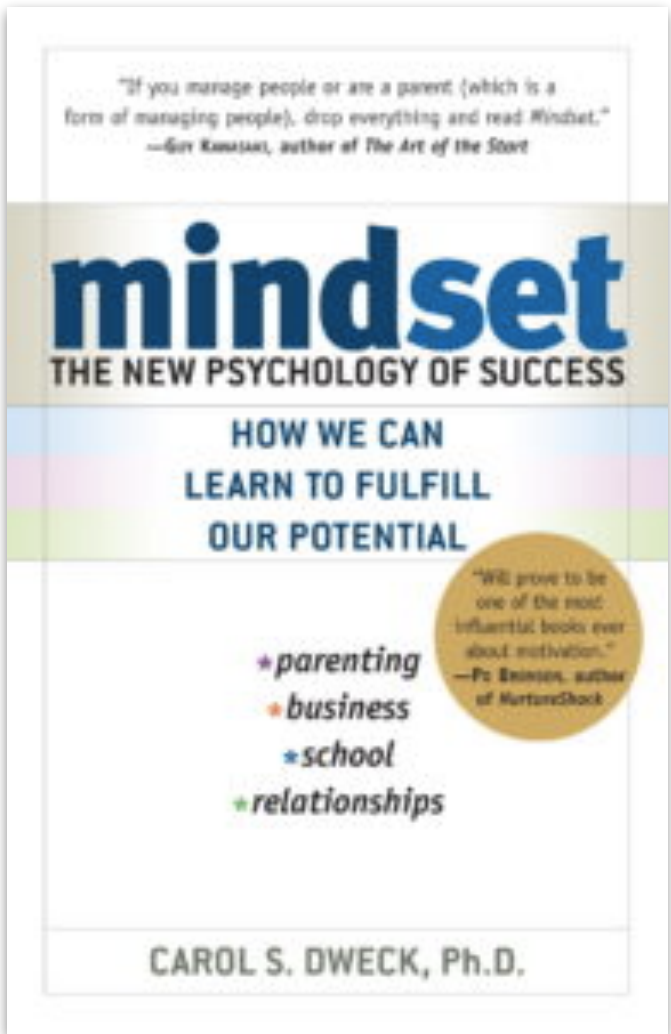
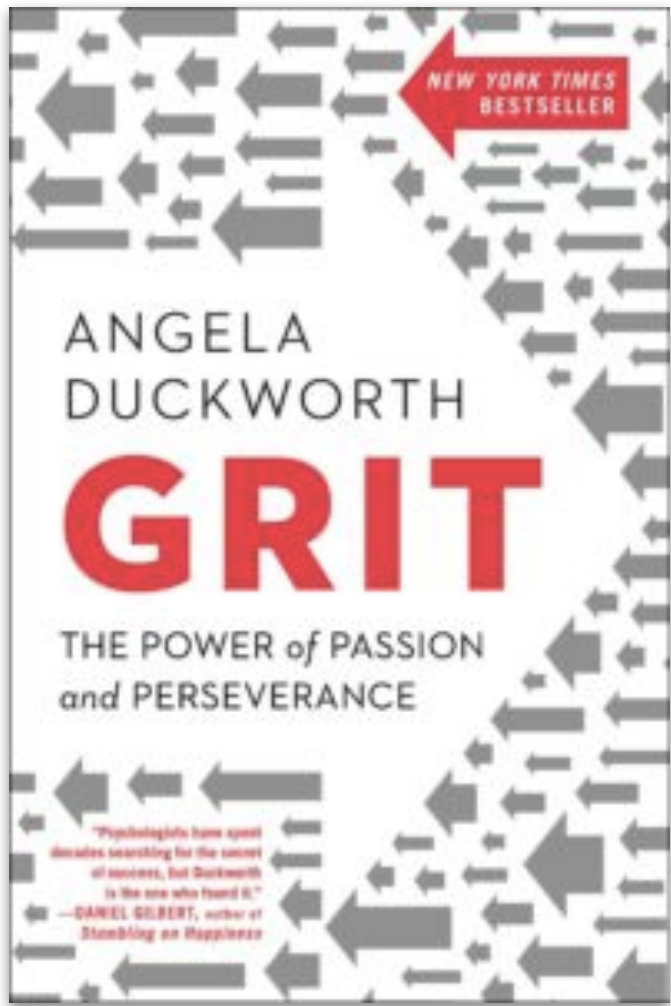


A STORY

The 2017 World Series Champion Chicago Cubs



THE SCIENCE



SOME INDUSTRY PERSPECTIVE

“

The whole human side is now more important than skills or IQ. Everything we hear from clients is about the human aspects of leadership: vulnerability, humility.

”

— Rajeev Vasudeva, CEO Emeritus of Egon Zehnder

Egon Zehnder is the largest privately held talent acquisition firm in the world. Their clients are Fortune 500 companies.

“

Our fundamental belief is that our culture transformation and our company transformation and where we are today and where we are headed is absolutely grounded in a deep understanding of a growth mindset.

”

— Joe Whittinghill, Corporate Vice President of Talent, Learning, and Insights at Microsoft

Over the last 5 years, under the leadership of CEO Satya Nadella, Microsoft has undergone the greatest cultural turnaround in history.

SOME INDUSTRY PERSPECTIVE

I would suggest — and this has since been confirmed by many studies — that persistence is the single biggest predictor of future success.

— Eric Schmidt, CEO Emeritus of Google

Passion and fire, a great work ethic, perseverance, loyalty, and a growth mindset [...] These are qualities that you don't necessarily pick up from a degree. There are qualities...that have a tendency to be completely overlooked when people are sifting through résumés or LinkedIn profiles. And yet, increasingly, we find that these are the kinds of people that make the biggest difference within our organization.

— Jeff Weiner, CEO of LinkedIn

THE PROBLEM

There is a lack of information about people in the hiring process.



THE PROBLEM

\$65b

Annual cost of unwanted turnover.

NEW REALITIES

91%

agree that soft skills matter as much or more than technical skills. Why?
Automation, technology, rapidly
changing nature of work

57%

of companies do not know how to
assess soft skills

ACUTE PROBLEM DURING COVID CRISIS

Business and society need resilient people to respond to emergent situations, sustain critical systems, and rebuild afterwards.

There is currently no means to reliably discover, identify, and hire resilient people.

QUALITIES OF RESILIENCE

Perseverance

Steadiness

Adaptability

Courage

Humility

Self-Awareness

The ability of people, communities, and organizations to maintain their core purpose and integrity
amid unforeseen shocks and destabilizing events

PERSEVERANCE

When faced with a challenge, I follow through to
the end, even when I may not want to

STEADINESS

During intense moments, I am calm, focused, and
clearheaded

ADAPTABILITY

I embrace change quickly and willingly

COURAGE

When I am faced with something that pushes my
comfort zone, I lean into it

HUMILITY

I am quick to seek help when I need it, and to
give credit where credit is due

SELF-AWARENESS

I am aware of my strengths and shortcomings,
especially when I'm collaborating with others

WHAT YOU CAN DO

Serve the candidate first.

Empower them to own their story.

AI robots are building a candidate profile of you right now without your knowledge, consent, or input. When the candidate is empowered to share their authentic story, and better prepare for the interview, everyone wins. This is huge from an employer branding perspective.




WHAT YOU CAN DO

Create the conditions for authenticity in your hiring process

Outdated pipeline development, interviewing practices, and compliance assumptions should be carefully evaluated to ensure they are not inhibiting communication around the qualities that matter most.

For many organizations, talent acquisition is the #1 or #2 strategic differentiator. Innovation in this area can create a sustainable competitive advantage.

A photograph of two women sitting at a table, engaged in conversation. The woman on the left is a Black woman with glasses and a blue top, looking towards the other woman. The woman on the right is a white woman with long dark hair, seen from the back. The background is a bright yellow wall with faint, semi-transparent PHP code snippets. A speech bubble is positioned over the woman on the left.

I'm also really adaptable due to how I grew up...

WHAT YOU CAN DO

Seek out and develop non-traditional sourcing channels

In every major city, there are professional community organizations that are always looking to connect their people with opportunities.

This is a really effective way to tap into talented people that may otherwise be less visible on platforms like LinkedIn. Organizations to check out: Year Up, Neurodiversity in the Workplace, NAAAP, ALPFA.



WHAT YOU CAN DO

Cultivate a hiring culture that emphasizes creative utilization of transferrable skills

Often the most valuable candidates are not the most obvious ones. Finding the diamond in the rough can be tricky. With the exception of highly specialized roles, consider the person who developed marketable soft skills through unconventional means, came from a different industry, or volunteers their time regularly but lacks the requisite professional experience.



RESOURCES

Resources: For Candidates

[Grit Is The New MBA](#)

[How Early-Career Setbacks Can Set You Up for Success](#)

[The Definitive Guide to the Science of the Job Search — 2018 In Review](#)

[Storytelling: The Secret Weapon to Wow A Hiring Manager](#)

Resources: For Employers

[The End of Culture Fit](#)

[How Measuring Soft Skills Leads To Brilliant Conversations Between Employers And Job Seekers](#)

[More Robots Mean 120 Million Workers Need to be Retrained](#)

[WholeStory Employer Videos](#)

