

Do What You Say

Do what you say you're going to do—to establish an edge in hiring or in being hired, to differentiate your company as a hiring authority or yourself as a candidate, simply keep your word. Today's greenhouse candidate is carefully evaluating the major life-changing decision of joining your company. He or she is listening and watching, projecting himself into the role of employee, before the interviews have even begun.

In many cases, the potential candidate has many options, including the option of remaining at his or her current employer, plus there are other opportunities in multiple greenhouse industry niches: fruits, vegetables, all the ornamentals (starter material and finished), cannabis, vertically integrated nursery and even landscaping. On the other side, the hiring authority cannot afford the mistake of a bad hire and evaluates closely every interaction with the potential candidate.

Do what you say you're going to do. On both sides ... If you've promised a résumé by such and such, deliver it. Keep telephone appointments. A promise of an answer on a specified day is a promise. It's noted when that promise goes

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unkept. Be sensitive to confidentiality—not just candidate confidentiality—but the confidentiality of proprietary company information learned through the interview process. It's a Golden Rule thing, and in this small town we call the international horticulture industry, it's fundamentally, manifestly important. You'll cross paths with everybody again.

There seems to be more outside investment money in the industry than ever before. It also seems much easier to raise investment money than to run a simple, honest, profitable, horticulture business. No matter if the business is old line or a result of new money, it won't be long term unless current and potential employees are treated respectfully. Same with the candidate who has become an employee: if you want to be long-term, embrace your position enthusiastically with full commitment and interact respectfully with your employer. 5

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just another plug?**
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