

## OH, YEAH? SEZ WHO?

The Bible talks about people with "itching" ears...people who hear what they want to hear. In a similar vein we see much of this happening in the professional world, both in the for-profit and non-profit segments.

Recently *BusinessWeek* had the audacity (implies a disregard of restraints commonly imposed by convention or prudence) to chose who were the "Top 100 Most Influential Headhunters." I was fortunate to be among those chosen, but no way am I among the most influential; an excellent recruiter, I hope so, but most influential not so. But the subject was deemed something the readers wanted so *BusinessWeek* published it.

For over forty years AAA (with diamonds) and Mobil (with stars) have rated hotels based on their excellence and amenities, trying to rate most U.S. hotels, not just a few. Then perhaps 15 years ago someone decided to create his own diamond-star rating program. For a fee hotels could get a five star-diamond rating and a beautiful plaque to place in a conspicuous place at their hostelry. It was not a program that examined all the better hotels and resorts but rather those who paid for the rating. The property might truly be worthy, but then again maybe not. But if the rater deemed it a quality hotel for a price they got the rating and a plaque to display proclaiming their excellence.

It's become fairly common for job candidates who didn't have or didn't take the time to invest in getting a legitimate degree but felt an advanced degree would enhance their hire-ability or promote-ability, to pay around \$3,000 for a degree from a spurious organization.

In all three cases it should be a "buyer beware" situation. One should say "Oh, yeah? Sez who?" when a ranking or credential might be the sole basis for a decision. One must ask what was the basis for such a ranking, rating or degree. What was the credibility of the person or body behind the ranking or credential? Often thorough due diligence is not done and people are hired or promoted when a more careful look would not only have discredited the claimed ranking or degree, but would even have severely questioned the integrity of the person for having claimed the honor. And this recruiter goes one step further...if the person lacked the wisdom or exhibited the ego to claim a bogus honor, are they also likely to lack wisdom in other decisions or show an insecure ego that needs accolades.

*Caveat emptor* (buyer beware) or my vernacular of "Oh, yeah! Sez Who?" is as needed an approach today as it has even been.

I'd welcome hearing readers reactions or stories of similar incidences. Just email to [bruce@dingman.com](mailto:bruce@dingman.com).

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