

# Trego Takeaways

## Never Judge a Book by its Cover

### At a Glance

Some judgments developed in the course of an interview are often affected by factors of which the interviewer is completely unaware.

*There once was a master archer who searched the land for an archer of even greater talent so that he might improve his craft. After many months of searching, he came upon a tree with an arrow in the exact middle of a painted target drawn on the tree. Then he saw more and more trees that displayed arrows perfectly centered within the round targets. Entering a clearing, he saw a barn with row after row of perfect bull's-eyes. He began asking everyone "Whose barn is that"? When he found the owner, he asked "How do you do it?" The man explained, "Anyone can. After I shoot the arrow, I take some paint and draw a target around the arrow."*

The element of truth of this short story is; some things are not what they appear to be.

Research indicates that some judgments developed in the course of an interview are often affected by factors of which the interviewer is completely unaware. We think we know why we like or dislike an applicant, but we don't, not completely. We unconsciously judge people by their physical appearance all the time. For example, we believe that a person with a square jaw has great determination, a person with red hair has a hot temper or neatness of dress indicates careful job performance.

Along similar lines, research has indicated applicants who are physically attractive are more likely to;

- 1) get hired
- 2) offered a higher salary
- 3) judged to have greater talent
- 4) judged to be more intelligent
- 5) judged to be more honest.

Conclusion: Beware of arrows in the middle of painted targets. In the final analysis, physical characteristics do not correlate with performance: LOOKING THE PART IS NOT ENOUGH. If you are not consistently on the alert, you might unconsciously base an important hiring decision on superficial physical characteristics that have no relationship with job related skills, knowledges and abilities. Never Judge a Book By Its Cover.

### Key Takeaway

**Some things are not what they appear to be.**