

# How to hire leaders and experience makers

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**EXPERIENCE MAKERS** LIVE

Design Principle: If **WORK** changes, it needs new skills (**WORKER**) & a new **WORKPLACE**



1<sup>st</sup> Industrial Revolution meant doing WORK with steam. New SKILLS needed





New SKILLS created a new WORKER in the new WORKPLACE - the FACTORY



WORK - WORKER - WORKPLACE changed again with the mobile.

MOBILE  
CHANGED  
THE WAY WE  
WORK



GAME CHANGER



**INTANGIBLE  
ELEMENTS  
CREATE MORE  
VALUE THAN  
TANGIBLE ELEMENTS**





**BRAND**

**LEADERSHIP**

**TALENT**

**PATENTS**

**INNOVATION**

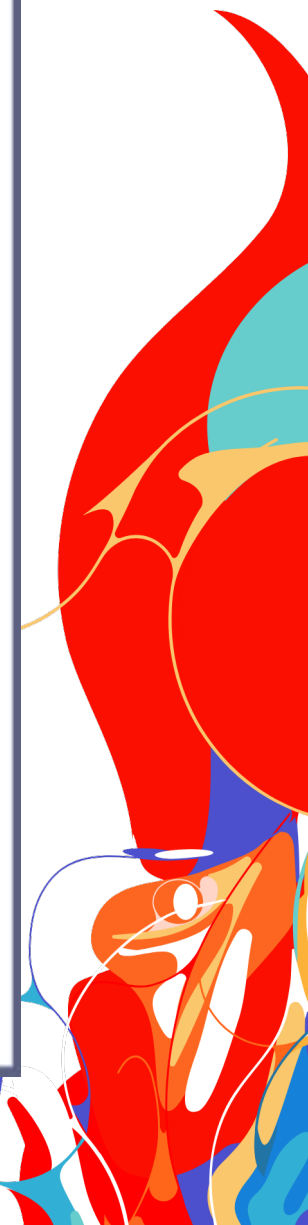
**DESIGN**

**CULTURE**

# RECAP

WHEN **WORK**  
CHANGES, THE  
**WORKERS**  
NEED NEW  
WAYS TO  
DELIGHT  
CUSTOMERS  
& EMPLOYEES

LOOK FOR  
**EXPERIENCE  
MAKERS**







**HOW TO HIRE FOR THE FUTURE**

HIRE EXPERIENCE  
**MAKERS**

**PEOPLE  
WHO  
UNDERSTAND  
EMOTIONS**

# 3 Things to look for







CURIOUS

MANY  
INTERESTS

“I DON’T KNOW”



Collaborate  
with  
everyone



# SPEAK THE LANGUAGE OF EMOTIONS



# Self Driven

Deals with  
Ambiguity

# 3 Things to look for







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