

“Seconds Count”

“Diversity and Quality Recruitment Count”

Imagine that you had won the following prize in a contest: Each morning your bank would deposit \$86,400.00 in your private account for your use. However, this prize has rules, just as any game has certain rules.

The First Set of Rules Would Be.

- Everything that you didn't spend during each day would be taken away from you.
- You may not simply transfer money into some other account.
- You may only spend it.
- Each morning upon awakening, the bank opens your account with another \$86,400.00 for that day.

The Second Set of Rules.

- The bank can end the game without warning; at any time it can say, it's over, the game is over! It can close the account and you will not receive a new one.

What Would You Personally Do?

- Would you buy anything and everything you wanted?
- Not only for yourself, but for all of the people you love?
- Even for people you don't know, because you couldn't possibly spend it all on yourself?
- Would you try to spend every cent, and use it all?

Actually Our Game Is Called Diversity Recruitment!

- Each of us is in possession of such a magical bank. We just can't seem to see it.

The Magical Bank Is Time!

- Each morning you awaken to receive 86,400 seconds of recruitment time, and when we go to sleep at night, any remaining time is NOT credited to the next day.
- What time and or effort you haven't dedicated to recruitment that day is forever lost.

Yesterday Is Forever Gone.

- Each morning your account is refilled, but the bank can dissolve your account at any time....WITHOUT WARNING.

So, What Will You Do With Your 86,400 Seconds?

- Those recruitment seconds are worth so much more than the same amount in dollars.
- Think about that, and always think of this:
- Diversity recruitment is ongoing every day, because time races by so much quicker than you think.
- So place diversity recruitment at the top of your agenda, your chapter's agenda, your regions agenda, your HR agenda, your agency agenda and most of all your communities' agenda.
- Ask yourself – how many seconds have been lost since.....