

Are you MENSA smart?

What is the four-digit number in which the first digit is one-fifth of the last, and the second and third digits are the last digit multiplied by three? (Hint: The sum of all digits is 12.)

Tabitha likes cookies but not cake. She likes mutton but not lamb, and she likes okra, but not squash. Following the same rule, will she like cherries or pears?

There is at least one nine-letter word that contains only one vowel. What is it?

These are all examples of quiz questions to evaluate IQ in order to join Mensa. Mensa, the high IQ society, provides a forum for intellectual exchange among its members.

The *HRO Today* Association offers the exchange of ideas through podcasts, discussions, whitepapers, case studies, special-interest groups, and, regional, national and international gatherings. It also plays a role in creating ethical standards and practices within the HR industry, and provides assistance to research. While we may not have a requirement like Mensa—being in the top two percent from an IQ standpoint—we do encourage learning and educating others to enable leaders to be smart and not outsmarted.

The last of the three questions above is easy, right? The obvious answer is: strengths. A word that HR is very familiar. HR is often responsible for defining and evaluating employees' strengths. This is done by: creating interview questions that draw out the strengths of candidates; ensuring that the business has a strategic plan that maximizes employee strength; and evaluating the strongest TA metrics and using them to strengthen the hiring process.

The *HRO Today* Association provides what you alone may not be able to accomplish: strength in numbers. This comes from HR executives, managers and directors; service and technology providers; analysts; and managers who have the desire to strengthen the HR skills they need to do their job (interview, coach employees, set goals and objectives).

We offer learning via monthly thought leadership councils (TLC), TLC Talks, podcasts, and other member meetings on topics about talent acquisition and management, learning and development, employee engagement, employee services, and benefits and outsourcing. We give our members the opportunity to grow and strengthen their network by connecting to other leaders in HR.

We provide opportunities to participate in best practice sharing conversations; join committees and work groups to advance the profession of HR; develop ethical processes; and leverage tools to improve performance of HR systems, partners, and technology. This includes our newest product, the *HRO Today* Association Provider Certification program that helps buyers syphon through the many options available today and be more efficient in their partner selection process.

We know you can't talk about strengths without evaluating the opportunities, so I'll share the one opportunity most important and prevalent to us: growing and expanding our membership. This is critical to strengthening the breadth and depth of knowledge of HR Resources across the world. So, if you are not a member, please visit our website, www.hrotoday.com/association to learn more and to join today. For our current members, please contact me or Renee Preston to review your member benefits and ensure you are taking full advantage of all we have to offer.

So, what are your strengths? How do they complement those you work with? And what are you doing to use your strengths and likewise, to develop more? I'd love to find out during our next new member orientation.

I hope you are enjoying the membership and are taking full advantage of all it has to offer. Who will you share your strengths with today?

Sincerely,

Zachary Misko

President, *HRO Today* Member Services