



# Nora Burns

Workplace Culture Wit & Wisdom

The Undercover Candidate™

The Undercover Employee™

Nora's primary proprietary research as The Undercover Candidate™ and The Undercover Employee™ is foundational in her work guiding organizations in re-imagining the candidate and employee experiences and reconnecting the broken relationship between the boardroom and the break room.

As The Undercover Candidate™ Nora participated in over 250+ job interviews (incognito), across the country for a wide variety of positions including manufacturing, forklift operator, surgical scheduler, payroll clerk, underwriter, crew lead, director of operations, director of accounting, housekeeping staff, and many more.

As The Undercover Employee™ Nora worked for fifteen months on the front lines of five Fortune 500 organizations in customer-facing roles. These organizations did not know her as a former Fortune 200 leader, but rather, knew her as one of many polyester-uniform wearing front line employees.

A keynote speaker, researcher, and consultant, Nora is leading the way in reinvigorating workplace culture by re-connecting the boardroom and the breakroom.

## Potential Interview Questions:

### The Undercover Candidate™ Focus:

- What motivated you to go on over 250 job interviews? What was the initial inspiration for this research?
- How did you protect your anonymity while you conducted this research?
- Did you observe variations in candidate response and evaluation based on demographic variables?
- What were you most surprised by over the course of this research?
- What are your plans for sharing the results of your research to a broader audience?
- What advice would you give to <hiring managers, job candidates, organizational leaders> to help them with the hiring process based on your extensive research and experience?
- Have you considered continuing this research or exploring other aspects of the employee experience in the future?

### The Undercover Employee™ Focus:

- What motivated you to work undercover on the front lines of organizations?
- What rules and parameters did you give yourself for this research project?
- What were you most shocked or surprised by when working front-line jobs after being in a leadership role for so long?
- What intrigued you the most about onboarding processes at the organizations you worked with?
- As a former Fortune 200 leader, what differences did you observe between how those on executive row are treated by comparison to the uniform-wearing front-line employees?
- What one element could most employers implement this week to enhance the new employee experience?
- What impact has this research had on your perspectives related to leadership and corporate culture?
- Based on your extensive experience, what advice would you give to front line managers to help them [reduce turnover, develop employee loyalty, build a stronger team]?

Workplace culture is defined not by what is posted on the breakroom wall, but by what is said within those walls when leadership exits the room.

- Nora Burns

## Book Nora for your podcast

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