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Guitar Magazine Poll: Team Building Matters More Than Skills

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Back in March I wrote this post, which expanded on a point made by Marisa Keegan at Fistful of Talent to argue that employers should draw a line in the sand and hire for attitude and fit over skills. The justification for doing so is a greater tendency for your employees and teams to create customer evangelists who can increase your repeat business and referrals.

This reasoning was reiterated in an unlikely place: a guitar magazine. Last week I picked up the September issue of [Provigil pharmacy](#) *Guitar Player* at my local grocery store, and in it I found the following poll and results:



In the ranking of the best qualities for fellow band members, *GP* readers – whom you can think of as entrepreneurs (bandleaders) and independent contractors (musicians seeking live gigs and session work) – rate team building capacity above skills by more than 5 to 1.

Does this shift your thinking when it comes to recruiting to cultivate highly engaged employees, especially when industry is the variable?

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