

HIRING BEST PRACTICES: SELLING THE JOB, YOUR TEAM & YOUR COMPANY



WHAT MAKES YOU DIFFERENT?

Most businesses operate relatively similarly, which is why that "special something" that makes your company so unique often comes down to **culture**, **guiding principles**, and **people**.

Reflect on why employees enjoy working with your team/company - is it your core values, friendly culture, exceptional benefits, or no-nonsense approach? Then, **practice articulating that "special something" in a concise, impactful statement.**

TELL A STORY

The STAR method works for a reason - **people connect better with stories.**

So instead of using buzz words like "high-growth environment," try instead telling the story of where you started, how you were challenged and supported, and where you've ended up after X years.

KNOW YOUR CANDIDATES

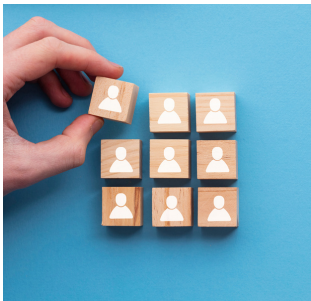
- **What are their priorities?** (consider tenure, life stage, experience, etc.)
- **What gets them excited to work?** What's the best part of this job? The worst?
- **Where do they see themselves in five years? How can you help get them there?**

THIS ISN'T ABOUT YOU

The goal of every good interview should be to **create a positive experience that empowers the candidate to showcase their best qualities.**

Forget about looking impressive. For now, your only concern should be **bringing out your candidate's strengths so you can evaluate them fairly.**

GETTING IN THE INTERVIEW MINDSET



PICTURE YOUR IDEAL CANDIDATE

- **Think back to your best hire ever.** What were they like when they first interviewed/started?
- **What can be reasonably learned on the job** (vs. necessary previous knowledge)? **Are you hiring for skillset or aptitude?**
- **Are you willing to make concessions for the right person?**

STRATEGIZE IN ADVANCE

- **Hone in on 2-3 key career themes** you'd like to explore; it could be their worth ethic, problem solving abilities, grit, passion, etc. Prepare appropriate behavioral questions to surface their strengths and weaknesses in these domains (see sample questions on next page!).
- **Consider 2-3 strategic selling points** of why someone would want to work on your team and for your company.

MAKE THE MOST OF EVERYONE'S TIME

- **Provide timely feedback.** You should plan to offer feedback within the first 24-48 hours following an interview - and the sooner the better. Even a simple "we really enjoyed speaking with you and will reach out following this round of interviews" can go a long way in keeping interest high.
- **A second/third interview isn't always advisable.** Ask yourself - "what information do I need in order to make an informed decision and how can I glean that information in as few interviews as possible?" After all, the more efficient you are with your time, the more likely the candidate is to enthusiastically accept your offer.

WRITING JOB POSTS THAT ATTRACT TOP PERFORMERS

DIRECTIONALITY

The goal of a job post is to guide people toward the application button.

Streamlining your posts and adding easy visual markers (bold headers, bullet points) will help people as they move through the description toward your call to action.

PERSONALITY

Job posts are the perfect place to showcase your culture! Using a boilerplate template just won't cut it in today's market.

Job seekers want to engage with something real – not a personalityless corporate entity.

BRANDING

Job posts don't exist in a vacuum – they're a vital extension of your company that will be seen and judged by thousands of people in your industry. **If your job posts feel jumbled and sloppy, your brand will appear similarly disorganized.**



**DETAILED JOB
POST GUIDE**

ASKING THE RIGHT QUESTIONS

QUESTIONS ABOUT THEIR *PAST TRACK RECORD*

- Looking back on the past five years of your career, what achievement are you most proud of? How about in your personal life?
- What was a key objective you set for yourself in your previous job and how did you accomplish it?
- How did your last company measure success? Did you agree with those methods?
- Tell me about a time you've faced failure/rejection or been told 'no.' How did you respond and what was the result?
- Tell me about the last time you learned a complex skill. What steps did you take to improve?
- When was the last time you changed your mind about something important?

QUESTIONS ABOUT THEIR *PRESENT MINDSET*

- What's the most important quality you are looking for in your next firm? Next manager?
- What's one part of your previous company's culture that you hope to bring to your next role? What one part do you hope to leave behind?
- What's the best piece of constructive feedback you've received? How have you applied it?
- Among the people you've worked with, who do you admire most and why?
- Tell me about your happiest moment at work - where was it, who was it with, what were you doing?
- What's one misconception your coworkers have about you?

QUESTIONS ABOUT THEIR *FUTURE ASPIRATIONS*

- Imagine yourself in three years. What do you hope will be different about you then compared to now?
- How do you measure success? What does being successful at work mean to you?
- What does work/life balance look like for you?
- How do you keep yourself motivated?
- What are you really good at, but never want to do anymore?

ROLE-SPECIFIC QUESTIONS

- What's the difference between someone who's great in your role versus someone who's outstanding?
- What are the three most critical characteristics needed to succeed in this role? How would you stack rank yourself from strongest to least developed along these traits?
- Tell me about your ideal next role. What characteristics does it have from a responsibility, team, and company culture perspective? What characteristics does it not have?
- If you were in my shoes, what attributes would you look for in hiring for this role?

CHOOSING BETWEEN TWO GREAT CANDIDATES

If you're stuck, consider asking yourself a few key questions to hone in on your priorities:

"How much time/energy am I able to devote to this person's training?"

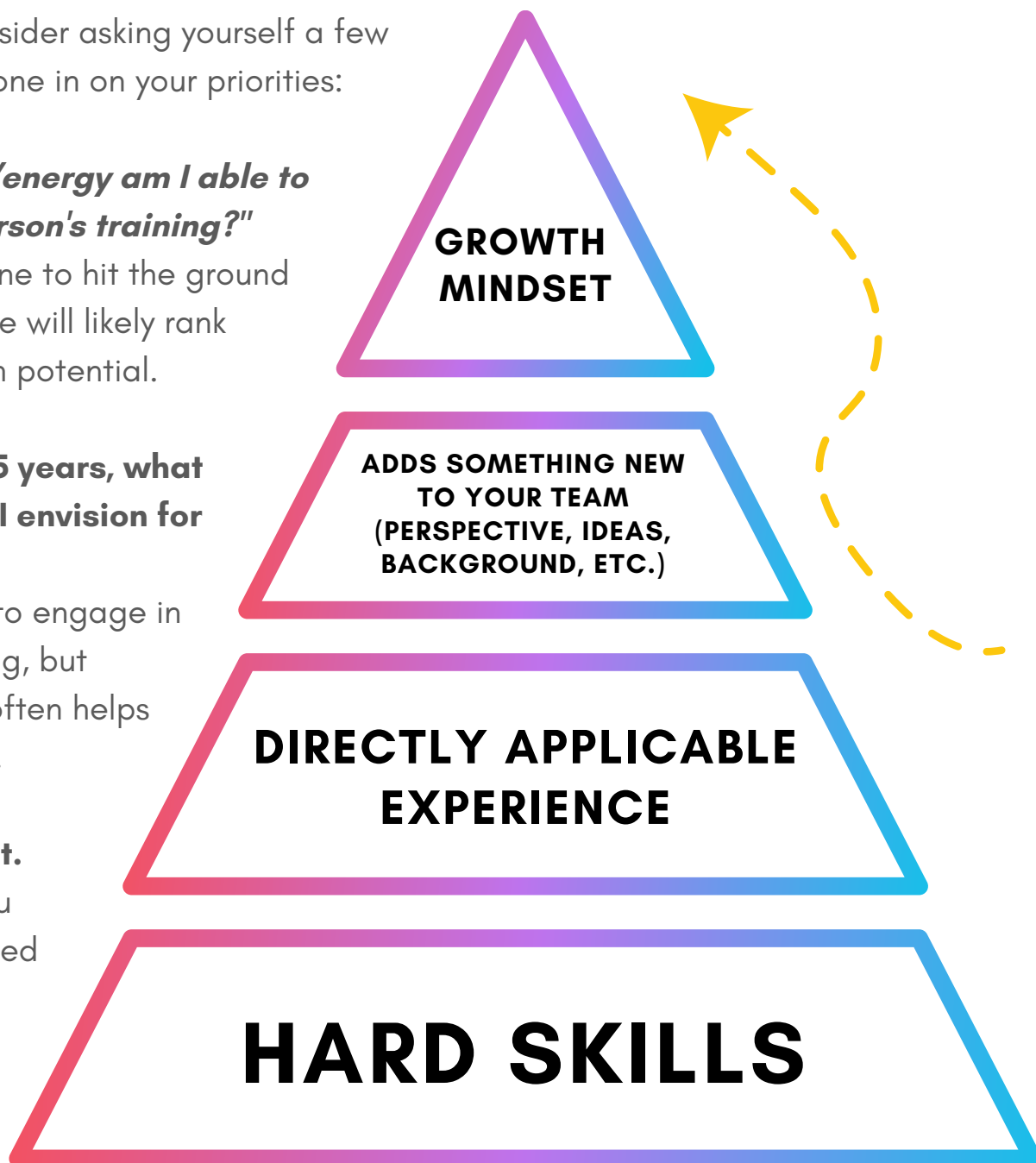
If you need someone to hit the ground running, experience will likely rank higher than growth potential.

"Over the next 3-5 years, what kind of future do I envision for this employee?"

It may seem early to engage in succession planning, but charting a future often helps clarify the present.

Try the regret test.

What if we told you candidate B decided to accept a different offer – how would you feel?



DIVERSIFYING YOUR HIRING

Innovation arises from new ideas, diverse perspectives, and a willingness to take risks. Use these questions to start intentionally identifying talented people who add different viewpoints and backgrounds to your group:

- How does this person *add* something we don't currently have? (Different training, schooling, tenure, life experience, personality, upbringing, demeanor, etc.)

- In what ways are they similar to our current people? Different?

- How often am I likely to disagree with this person?

- Who in my company/team reminds me of this person?

- Is this person a referral, an applicant, or someone we found sourcing?

- How will this person disrupt, question, or grow our culture?

- What are my reasons for potentially *not* hiring them?

- Do the reasons above impact their ability to do their job?

In this case, what you're looking for is *difference* and *dissent*. The more we reevaluate our beliefs, the better our team and company will withstand future challenges.



SURROUNDING YOURSELF WITH GOOD PEOPLE

A team is more than a collection of complementary skillsets - it's the people with whom you spend a huge portion of your life. **Choosing the right people means your days will be spent collaborating, learning, and finding joint meaning - rather than procrastinating, stressing, and losing patience.** You want to surround yourself with people who aren't just good at their jobs, but who are good *period*.

We're here to help. Send us an [email](#), give us a call, send up a smoke signal; we'll help you identify great talent, bridge the connection, work with you through interviews and negotiations, and ultimately send you on your way with a capable new teammate.

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