



Get the Talent You Need!

BUZZ Lab:

Hiring for and Running Your Small Business

Don't Hire on Intuition Alone

- Critical challenge
- Impact often overlooked
- More than a gut feeling
- The right people in the right jobs!
- Painful when hiring decision does not work out



Preparation is Key to Success

- *Know your company culture*
- Know your personal strengths and weaknesses
- Take the time to analyze the position:
 1. Skills
 2. Experiences
 3. Personal qualities
- Know what question to ask to learn what you need to learn



Common Missteps

- Over reliance on intuition
- Snap judgements
- Unrealistic expectations
- Lack of preparation
- Poor listening
- Letting the interview get off track
- Not taking notes
- No formal job description



Goals for Interview

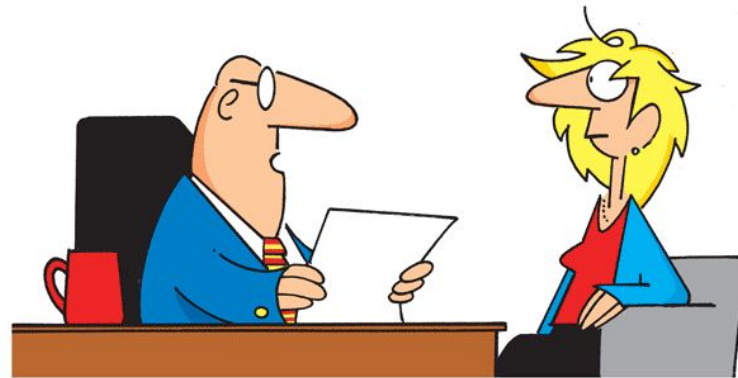
- Get to know the candidate
- Assess candidates “fit” with job requirements
- Describe the job and work culture
- ***Create goodwill for the company***
- Former applicants may become clients, or not!



Two Critical Areas to Assess

- What can this candidate do for me (my company)?- ***Skills/Experience***
- Why does this candidate want to work in this job in my company?- ***Motivation***

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“Any other people skills, besides 400 Facebook friends?”

Common Questions

1. Tell me about yourself.
2. Why do you want to work here?
3. What are your greatest strengths and weaknesses?
4. Where do you see yourself in 5 years?
5. Why should we hire you?





Behavioral Interview Method

- Fact-based - used to identify “real-life” strengths and work-related experiences
- Developed to enhance interviewing success = good fit
- Focus on skills and experiences directly related to job at hand
- Encourages candidates to tell real-life stories based on their previous experience

Examples of Behavioral Interviewing Questions



1. Give me an *example* of when you showed initiative and took the lead.
2. Tell me about a *recent situation* in which you had to deal with a very upset customer or co-worker.
3. Give me an *example* of a time when you motivated others.
4. Give me an *example* of a time when something you tried to accomplish failed
5. Tell me about a time when you accomplished something without all the resources you wished you had.



Interview Format



- Establish rapport
- Get background information-why candidate left jobs, etc.
- Ask a mix of interview questions
- Describe position requirements and your work culture
- Answer candidate questions
- Close

Interview Evaluation Activity

- *Let's brainstorm what to evaluate in a job interview.....*



How did we do?

- Late
- Inappropriate attire
- Rude to office staff
- Lack of enthusiasm
- Angry about last employer
- Reveals/offers confidential information
- Inconsistencies
- Lack of questions from the candidate



Crafting Behavioral Questions Activity