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*
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