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Hire with Passion

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If there were one observation I would like to bring to the attention of your hiring team it would be for them to start selling their company and Hire with Passion!

The delivery of your interview process is what can separate having top-level candidates secure their interest with your company or leave them feeling under whelmed. Employers are quick to point out that they want candidates who are passionate, however they quickly forget that prospective candidates are looking to them for the same result.

Passion is what directs employees and employers to use those qualities we look for toward business success. Passion drives the overall interview experience when we hire, but how do we ensure that companies don't fall flat?

â€¢ Engage your team. Advise your front desk/receptionist of who is arriving and when. Upon arrival, offer them a beverage, and make the candidate feel welcome.

â€¢ Be on time for your interview. Nothing is more disengaging for a prospective employee than waiting an extra 20-30 minutes in a boardroom while your getting organized.

â€¢ Ensure that you have thoroughly reviewed the candidate's resume and are prepared for the interview. This shows credibility on your part and the candidate feels that you are genuinely interested in the interview.

â€¢ Take 5 minutes at the beginning of the interview process to discuss, market, and sell the company. Create excitement.

â€¢ Put the candidates resume aside and conduct the interview based on your notes. Utilize the resume only as a reference guide. This engages stronger two-way communication and ensures better dialogue throughout the interview process.

â€¢ Have some fun with the interview and show that you are relaxed. As a representative of the company, the presentation of the interview is on your shoulders. By being more rigid and formal in style, you limit what you are able to identify in the interview. The candidate may be able to answer all of your questions, however you will have a greater challenge identifying a cultural fit within the team.

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â€¢ If the candidate has a strong interview keep it going. Having previously discussed your interview with other members of the hiring team, try making a couple of quick introductions. You may also want the prospective employee to spend a few minutes with an existing member of the current team. This engages further dialogue and is another tool for you to attract the candidate to the team.

â€¢ "Grab-a-Java." Take an extra 20 minutes for those candidates who you know are moving forward in the process and grab a coffee with them at your local barista. This is a creative way to further establish a relationship with the candidate and clearly separates your company from the rest of the pack. As markets continue to tighten and top quality candidates become more difficult to identify, companies will be forced to separate themselves from their competition. Engaging and attracting prospective employees at the interview stage will be a step in the right direction!

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