



10 Hiring Tips

by Gloria Reisman

Here are 10 hiring tips, which I've gleaned from candidates and managers over the last fifteen years of providing placement services to Fortune 1000 companies. Whether you're a new manager striving to develop your own interview approach and style, or a seasoned manager who wants to refine your hiring process, these tips should help!

Good luck and happy hiring!

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| 1. Paint a realistic picture. | Write a concise job description that truly reflects the skills, knowledge, expectations, and deliverables required for the position. Quantify the percentage of time spent on key tasks to help explain the main focus and responsibilities of the job. |
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| 2. Be consistent. | Make sure your written job description matches your verbal explanation of the job. If there's a disconnect between a written job ad and verbal descriptions, it may leave the candidate feeling like they're on a wild goose chase. |
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| 3. Prescreen by phone. | Phone interviews save everyone time and can give you valuable insights into a candidate's communication style, motivation, etc. |
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| 4. Introduce your culture. | Use the interview process to help candidates learn about your corporate culture – the work environment and their fellow co-workers. |
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| 5. Keep up the momentum! | Don't lose a great candidate by prolonging the hiring process unnecessarily. |
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| 6. Structure your interview. | Maximum one hour per interviewer!

Have a focus with key discussion points and clear expectations. Allow time and "openings" for a candidate to ask questions. |
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| 7. Set hiring standards based on your most successful employees. | Identify the key characteristics of your most successful employees and evaluate candidates against them. |
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8. Define your “employee value proposition”.	Have an answer as to why a “smart, energetic, ambitious individual would want to come and work with you rather than with the team next door.” (The McKinsey Quarterly, 1998 No. 3, “The War for Talent.”)
9. Tailor the interview to your hiring goal.	For a permanent employee, hone in on the candidate's corporate fit. For a consultant, verify the candidate's track record and ensure that his or her skills and expertise are compatible with your specific project needs.
10. Clarify your approach to recognition and rewards.	After all, your employees don't work for money alone! Help them understand how you show and communicate your appreciation and value for all their hard work and effort.

About the author

Gloria Reisman is principal and marketing director of Reisman Consulting Group, Inc., a consulting services and placement company based in Philadelphia, PA. Reisman provides experts to Fortune 1000 companies in the areas of technical writing and documentation, online help, marketing communications, interface design, web usability, training development and instructional design.

Reisman lectures and coaches independent consultants on marketing techniques to reach more clients, how to maximize their time, and ways to achieve their business goals.

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