

# How to Effectively Evaluate Candidates to Get the Right Fit

## If you are going to do it, know how to do it right

- Count the resume as the first impression.
  - Reviewing resumes can be daunting. Try making quick glance piles on "go" and "no-go". Specifically, look to answer the following questions:
    - Can I quickly digest what is here and is it well organized? If you can scan, can you get the gist?
    - Is there entirely too much information? Regardless of years of experience, this is not meant to be a book. More than 2-3 pages is too many.
    - Do you get a sense of who they are with your scan? Meaning, does it feel like a templated resume or something they actually considered?
  - Layout is important, but this doesn't necessarily mean it has to be well designed. But being well laid out means that you can scan and get a sense of what is there. What do you take away if that is not the case? The inability to tell the story of who someone is in a compelling way that you can connect with authentically.
  - How people show up in a resume as the first impression tells you how much they care about the following elements/how well they can deliver:
    - Attention to detail.
    - Consideration of what you as the hiring manager want to see/read. This is not an opportunity to tell every single thing about ones self and career. This is the time to respond in time to the job description.
    - Understand what the candidate uniquely offers. Standing out is so important.
    - Ability to make an impact. Are they results-oriented?
- Conducting the first interview with the right mindset.
  - Too often we see people focus on "ticking the boxes" of skills and experience in interviews. While we will admit there are some technical industries where previous experience and skills/training are a must, more often than not, these things can be taught.
  - We are big fans of hiring for aptitude. What does this mean? It is more of the traditionally defined "soft skills".
    - Do they make eye contact, have a firm handshake and have an air of confidence?
    - Do they present well- again, the resume is the first impression, but this is the first in-person one. Are their clothes pressed? Are they dressed appropriately to the environment?
    - Are they able to give you an "elevator speech" of their experience?
    - Can they carry a conversation?
    - Do they have answers at the ready?
    - Do they have questions ready for you?
- Hiring is a team effort. Treat it as such.
  - Stunts are meant to make a statement. You need to make sure your statement is more than "Whoaaaa...that's cool!" Sensationalism for the sake of it is where things often go wrong. The very worst thing that can happen is you get a reaction but people cannot remember what the brand was. I have seen too many of these. This is especially the case if you want publications to write about it in a way that boosts your brand.
  - Make sure you have a message track that explicitly states your "why" to make it easy for journalists to write about it.
- Use the offer as a final confirmation.
  - Stunts are expected to be over-the-top. Which implies there needs to be some level of drama which is generally fueled by anticipation, unexpectedness, surprise, admiration, cleverness...something that makes people feel something that compels them to share AND engage with the brand according to the CTA.
  - This doesn't mean they need to be overly dangerous or risky. In fact, you need to weigh the risk very carefully. Many of the examples we have given so far could have gone very badly resulting in a significant downside for all parties. You need to consider how you will mitigate and manage the risk if something were to happen. And can your brand survive it?
  - Here are some examples of stunts that are less risky but still qualify as successfully executed stunts:
    - H&S insuring Troy Palamalu's hair for \$1M. Clever, can they really do that? Creates conversation. On brand.
    - Jean Claude Van Damme doing the splits between two moving Volvo trucks. Demonstrating the suspension system in a real world way, showing versus telling.

