

4 Interviewing Tips for Landing Top Talent

Interview with confidence to forego the wrong fit and land quality talent

- Ask them to give you their elevator pitch.
 - We have talked about elevator pitches frequently on the show, and we even have an entire episode committed to how to craft one. So if you don't know what an elevator pitch is or how to craft one, check out that episode.
 - Many of us have started off interviews with the prompt of "tell me a little bit about yourself". This is different. In that case, it is up to the candidate and they typically give you a runthrough of their resume with commentary about where they have been/what they have done. This often becomes a "history of me" with some highlights along the way if they do a good job that gives you nuggets of why you might want them.
 - Asking for their elevator pitch is asking them to tell you "why them". It is their opportunity to make the compelling case for why you should hire them, what they will do differently from other candidates, and what they will bring to the role, (which shows they have done their homework.)
 - It also gives you a chance to assess:
 - can they tell a story?
 - how articulate are they?
 - can they think of their feet?
 - are they engaging?
 - are they a good cultural fit?
- Give them an assignment in real time.
 - Have you interviewed someone that spoke a good game, only to get them into the office and find out that they can't actually DO any of the things they talked about? Some people are fantastic at interviewing but then cannot pay it out once they get to the office. (They also may have a really good interview coach that helped them through the process.)
 - Giving an assignment in real time allows you to assess their abilities beyond just what they say.
 - You can choose whether to give them a heads-up (nicer approach) or spring it on them - that is totally up to you. We have done both and there are pros and cons.
 - Have them present their approach to you. This allows you to assess their ability in presentation skills, yes, but also in ability to sell in their work and thinking. Which is imperative in any role - level of expectation should vary depending on level of the role!
- Have them meet with multiple people.
 - The reason for this is that it gives more than one perspective, which is really important. We all react to people differently. You want to have different lenses for evaluation. Everyone has their individual priorities, sure, but this helps you 'debate' and clarify what you are looking for and whether this person is a fit. This also helps if the person is a 'maybe'.
 - Try for a cross section of people. Team members from different functions that they will work with on a regular basis, different levels of folks, etc.
 - It is also important to have someone that will assess cultural fit. It is okay to have people wear more than one hat, but this must be one of the lenses.
 - Do NOT bring everyone in. Good rule of thumb - more than 1, less than 5. (Don't waste too many people's time on the first interview. If the results are unanimous, you can always bring them back for another 'tier'.)
- Force them to ask questions.
 - There is nothing worse than conducting an interview where the person has NO QUESTIONS for you. This is another one where you can prep the person beforehand or impromptu in the room - up to you.
 - The importance of this is to not let them off the hook. Every company should be looking to hire curious people and this is a MUST.
 - You have just spent YOUR time with them. They should be competent enough to ask something, anything. This makes you better at interviewing - what did you miss? what did you maybe not think about that could be important?

