

GOOD SOUL HUNTING



Good Soul Toolkit

Interviewing

Don't judge a book by its cover.

When it comes to hiring – as powerful as a well-plotted two-page synopsis can be – most resumes are exaggerated and there's a difference between talking about the work and doing the work.

Bringing on a new team member should achieve two things: lift the run rate of your business and strengthen your culture – which may mean possessing the #getshitdone gene or injecting a fresh perspective into the team.

The most important thing to remember is that an interview is a two-way conversation. You are being interviewed as well. Create a safe and transparent environment so the candidate is comfortable asking the right questions to establish if this is the right fit for them.

Use this opportunity to showcase your brand and ensure the process doesn't go on too long. Strike the balance between due consideration and keeping momentum in the decision-making.



FIVE GOOD SOUL TIPS TO FACILITATE A FANTASTIC INTERVIEW PROCESS

1. Know who you are looking for

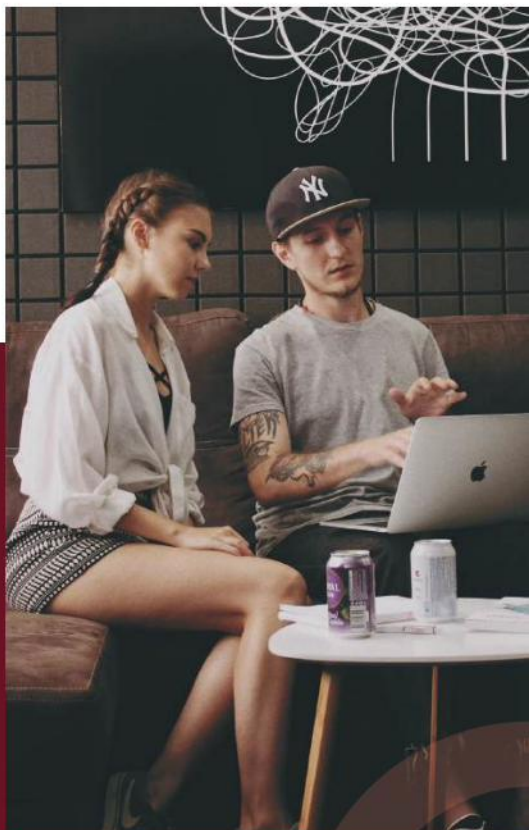
- ◆ Get alignment with the hiring team on what skills, experiences and attributes will best serve the role and agree where you can flex.
- ◆ Know what good sounds like, so you know when you hear it.

2. Choose the best interview tools and techniques for your search

- ◆ Only use practical challenges and projects when necessary or consider asking for work examples instead.
- ◆ If you request cover letters, video applications etc., make sure you review this information and integrate it into the process to honor the efforts the candidate made.

3. Select an effective and engaging interview team

- ◆ By aligning in Tip 1, you don't need the whole office and the dog involved in the process.
- ◆ Bring your A team – a mix of savvy interviewers and engaging team members who deliver the company delight to start bonding with potential colleagues.





4. Share the interview process in advance

- ❖ You want candidates to do well so set them up for success. What you don't want is to miss out on a great person because they didn't do the best interview.
- ❖ This also flushes out any potential timing issues that may arise with a candidate you are excited about.

5. Share feedback throughout the process.

- ❖ If you're not the only decision-maker, book regular calls with the recruiting team to consider different opinions and feedback and challenge each other.
- ❖ Share your feedback with the candidate on a call to create a positive candidate experience and resolve any issues that came up in the interview.

OTHER WAYS TO SPICE UP THE INTERVIEW

Traditional competency-based interviews, group or panel interviews have their place, but can you consider other approaches to predict future-performance?

BBI - BEHAVIOR-BASED INTERVIEWING

Ask the candidate to describe, in detail, how they've dealt with a particular situation during their career similar to one they'd encounter in your role. Because this technique requires a detailed understanding of their previous role, it is often reserved for hiring senior roles.

CI - CASE INTERVIEWS

Same vibe, but this time you present your candidate with a hypothetical case or scenario that may happen in the new role and explore how they would respond. This can indicate how they may manage a specific situation and/or do some highly valued problem solving.

UP FOR THE CHALLENGE

In business-critical roles you may want to issue a challenge related to the role. Given this can require considerable commitment and can be perceived as work for the company – consider paying for the project.

VR

Nothing beats being there. New VR tech can place candidates in a 3-D simulation where a task can be performed – in near-real terms. Demonstrating the work is the closest you can get to experiencing the candidate in the role and it has the additional bonus of bypassing unconscious and implicit bias and creating a more diverse workforce.

BREAKING BREAD

Consider hosting some interviews in different environments.



Take software company Wix, whose CMO Omer Shai, sometimes takes candidates up to the company's **rooftop terrace and has breakfast** with them during the interview.

"Thrown off by the relaxed atmosphere, I like to see how they cope," Shai says. "Are they easily adaptable? Can they work when things aren't the norm? Can they still focus when forced into a noisy, bustling environment?"

"These are vital characteristics for anyone joining the Wix team," he says. "So it's important for me to vet them from the start."

3 GOOD SOUL TIPS FOR INTERVIEWING

85% of people
exaggerate their resumes

learn how to scratch
beneath the surface



7 seconds form your first
impression

prevent your unconscious bias from
dismissing a candidate too early

Millennials
and GenZ make up **75%**
of the workforce by 2025

adapt your hiring style for
the new world of workers



THE ONLY WAY WINNING TEAMS CAN BE BUILT; IS TOGETHER.

At Good Soul Hunting, we hand-pick good souls for purpose-driven brands.

We exist to accelerate the efforts of companies here to do good in the world by matching them with talented good souls who share their passion and who have the skill set to grow their impact explosively.

As recruitment specialists, we revel in taking the time you don't have to find game-changing talent.

So, if you're seeking world-leading executive talent or future-focused strategists and business developers, best-in-class marketing, sales and partnerships gurus, or customer-centric operations and customer success managers, you can trust us to find the one to lift your run rate.

We get to know your story so we can tell it as elegantly as you do. We intimately understand your sector, so we can talk your talk. We educate, challenge, and support you every step of the way.

Talk to us here:

hello@goodsoulhunting.com

goodsoulhunting.com

<https://www.linkedin.com/company/goodsoulhunting/>



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