

REALITY CHECK: RECRUIT SUCCESSFULLY

REALITY CHECK: RECRUIT EFFECTIVELY

- Know what you want. Analyse exactly what you want and match the role and responsibility to the individual.
- What do you want to see in the individual?
- What is the role and what are the responsibilities?
- How does the interviewee match the enterprise?
- Be analytical. Use psychometrics. Remember, some people expand the truth and say what you want to hear at interview stage. In practice they may be less skilled.
- Make joint decisions. Involve existing staff - a panel of more than one person to interview and make the decision to hire. Make sure people who will be managing or working with this person are involved in the decision making process. A panel of objective views works far better than making the decision as an individual.
- Go into detail. Ask for specifics. What experience have they had? Can they give examples? Drill down to individual successes, motivations and results.
- Get a mix of people across the company. Don't match their persona to yours. Ensure the talents and personalities of each individual you take on complements what's missing in others, including yourself. The strongest enterprises house innovators, entrepreneurs, sales and finance specialists, grafters, creatives; technical experts, it's about the right mix of strengths to reduce any weaknesses.
- Use your intuition. This is a gut feeling whether you can work with a person; whether what they're saying stacks up and whether they have the skills, energy, drive and enthusiasm to perform well. First impressions do count. However, don't always rely just on instinct. Trust it; listen to it, but use it alongside analysis.

- Steer people in the right direction. Detail and define the roles, responsibilities and objectives clearly to the people you employ from the outset. Make sure people know what is expected of them, what the role entails and why.
- Get to know people as individuals first. Find out what motivates them and what makes them tick at the analytical interview stage. This will help further down the line once they are employed to motivate and reward staff effectively to get results and loyalty. You reap what you sow with business relationships. Provide opportunities and something to believe in.