

# Hiring?

## What not to do next

Every interview is a two-way process and is an opportunity for both the interviewer and the candidate to find out whether they are suitable for each other. However, for many employers, they forget that they too are under the microscope and as the job market starts to improve, it is getting harder and harder to secure the best candidates. We sat down with *Lynda Barnes, Managing Director of 360 Search*, to look at what employers need to remember when hiring.

*Why employers need to sell themselves at interview just as much as the candidate*

**I**t is a known fact that the companies that hire the best talent are the companies that win. That being said, it's not easy and what many employers forget is that the role of securing top performers, even with the advancement of technology and the assistance of specialist recruiters, still falls at the feet of the employer.

So what can you do ahead of your next recruitment drive to help? At 360 Search we have a lot of questions from employers about the hiring process and have found that the following tips really help our clients to get the most out of the candidates we put forward and ultimately, secure the best person for the job.

### START OUT RIGHT!

A positive, warm welcome will help the unnerved candidate! Remember, that an interview is a highly heightened situation and they will be nervous no matter how prepared. A level of empathy helps the interview flow much easier and for a lot more ground to be covered when using open ended questions.

### INVOLVE OTHER COLLEAGUES

No need for an entourage but invite your peers that think differently to you. For example, if you are hiring a broker, bring in colleagues from compliance or support functions.

### TELL THEM WHAT YOUR FIRM STANDS FOR

Each employee experience is different. It is an idea to give the career history of others that have joined the firm that have progressed vertically since they started. Every company is different and each will have something new to offer. Smaller firms may be able to progress individuals quicker than larger firms and corporate companies may have greater benefits on offer. Know what makes you different!

### CREATE A SCORING MATRIX

We tend to use five different

categories at 360 to cover presentation, qualifications, technical capabilities, interpersonal and motivational areas. Ask each colleague to use the same matrix as you and do not confer until all parties are present. Go around the room with each to find out which score each provided and then find the average. There should be a standard point of which the candidate is either a yes or a no collectively.

### TAKE THE TIME YOU NEED

Making a hire is both costly and time consuming but getting this wrong can have a fundamental impact on your business. Give yourself ample time to tease out what you need from the meeting and do not be afraid to rephrase the question if you are not happy with the answer.

### TOP 3 QUESTIONS TO ASK AT INTERVIEW:

1. Can you outline your greatest achievement in your role? (this should demonstrate their individual values and what they consider to be important)
2. What prompted you to apply to us? (what really interested you about us? This will show whether they have researched you and your firm. This is your "motivational" question which should also let you know how seriously they are considering your firm. This leads on to whether they are keen and if they would consider a counteroffer and ultimately, waste your time in the interview process.)
3. Why are you leaving your existing employer? (ask what they would change about their existing firm, management style/structure. This will give you a barometer of what is key to effectively managing this individual and how to work towards optimum productivity together)

Lastly, each interview is an opportunity

for you to position your firm as an employer brand of choice. Feedback at each stage of the process is vital and should be used to draw each candidate closer to the company and role. For unsuccessful candidates, constructive feedback is also important as a tool to maintain a positive image of a company in the market.

Happy hunting! ●

### 3 KEY THINGS TO REMEMBER WHEN HIRING:

1. Recruiting is now as much about "selling" as it is about "selecting". Your role is to spike enough interest amongst your shortlist so that the chosen candidate(s) considers your firm to be the employer of choice.
2. Be passionate about your company from the get go. If you aren't, don't expect your candidates to be.
3. Know what you want and prepare questions designed to get to those answers. Think about how you would expect a candidate to prepare. They should receive the same from you.

*Lynda Barnes, Managing Director of 360 Search has over fifteen years' insurance market experience.*

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