

## **10 Essential Tips for the Hiring Manager**

### **1. Make The Candidate Feel Welcome**

All candidates should leave an interview thinking the company is a nice place to work. Even if they are not suitable, they should be given enough time to feel they have demonstrated their skills and obtained information about the company. Interviewers who treat it as a “one-way” process only need to be trained on the benefits of creating a good candidate experience.

### **2. Prepare For The Interview**

There is nothing that derails the interview process more than a manager who isn't prepared. When a manager fumbles through the conversation because they don't know what they want to ask or they ask inappropriate, or worse, illegal questions, the interview will be a waste of time for your company and the candidate. Good people are hard to find. Don't blow the opportunity due to lack of preparation.

### **3. Exhibit Gracious Professionalism**

Recruiting etiquette impacts employer brand, so it affects both current and future talent acquisition efforts. The one custom that rises above all for me is professionalism. In this case, professionalism means being responsive, honest and thankful for the candidate's time. Doing so makes your company an employer of choice, which has long-standing implications for the candidate and company alike.

### **4. Treat A Candidate Like A Customer**

If a candidate doesn't feel good about how they're engaged during the hiring process, then they may lose interest or enthusiasm about the opportunity. It just takes a little courtesy, preparation, care and punctuality to create a good experience. After all, candidates are customers, too.

### **5. Involve The Stakeholders**

Although hiring managers assume ultimate responsibility for a new hire, it is likely that this new person will be interacting with other departments and team members. To increase the chances that a team will embrace a new hire and feel confident in them, hiring managers should get the biggest stakeholders involved with the on-site or in-person interviews and take their feedback into consideration.

### **6. Remember That You're Being Interviewed, Too**

I once interviewed a phenomenal candidate and forwarded her to the hiring team. After two weeks, the hiring manager indicated that they wanted to extend an offer to her. She politely declined and said we were not the right environment. From irrelevant questions to uncompromising scheduling conflicts, we did not do our best. Candidates are interviewing us as much as we are them.

### **7. Uphold The Organization's Brand And Communicate Its Value**

Hiring Managers should uphold the organization's brand and communicate the value it delivers to its target audiences. That way, they can put into perspective how candidates will help fulfill the organization's brand promise through their role. Helping candidates feel like part of “something larger” will differentiate the organization and aid the overall negotiation process.

## **8. Utilize Your Recruiter:**

Recruiters are professionals at recruiting while Hiring Managers are professionals in their respective areas. Regardless of recruiting processes, one thing will always remain a constant: your Recruiter. Lean on your Recruiter, trust them, accept their consultation and advice. They are there for one purpose- to hire the best possible candidate while keeping the Hiring Manager and company safe.

## **9. Attract, Evaluate And Inspire:**

We first need to attract candidates to consider our opportunity, then we have to evaluate their experience and skills to determine a fit. But then we need to inspire them, regardless of the fit. If you do this right, candidates will always remember the opportunity and talk very highly of your company. They will want to keep in touch and become your external sales/reviewers to attract more.

## **10. Set Clear Communication Expectations and Move Swiftly:**

For job candidates, the most frustrating piece in the hiring puzzle is waiting for a response from the company. In some instances, they can wait for weeks before hearing back from a Hiring Manager. Be clear by communicating with job candidates that they are still in the running for the position, or if you have decided to move forward with other candidates.

If you identify the appropriate candidate, then move swiftly to ensure that your competition doesn't end up with your next hire!