

Employers: Best Practices for Interviewing

By following these tips, employers can create a positive interview experience that not only showcases the organization and position but also respects the confidentiality and needs of the candidate.

1. Legal Compliance, Confidentiality, and Respect for Privacy:

- Ensure all interviewers understand legal boundaries regarding interview questions and respect candidate privacy.
- Acknowledge the confidentiality of candidates' job searches, prohibiting outreach to their current employer or contacts without explicit permission. References will be provided later.
- Do not share resumes or discuss with anyone outside the interview process to maintain confidentiality and professionalism, recognizing the interconnected nature of professional networks. It truly is a small world.

2. Alignment and Preparation:

- Meet with the interview team to discuss position priorities and its impact on organizational success. The same interview team should meet with all candidates.
- Ensure everyone understands the role and what qualities they should focus on during the interview to reduce redundancy and showcase team synergy.
- Agree to timeline; team should commit to prioritizing their availability.

3. Selling the Company to the Candidate:

- Share specific current employee experiences and why they love working for the company. Why do you love working there?
- Frame the candidate's potential experience within the company culture and highlight growth opportunities. What are you most excited about in the future?
- Emphasize benefits and unique perks beyond salary. Avoid clichés like “we’re like family” or “we have a great work-life balance”.

4. Selling the Position to a Candidate:

- During the interview, cover the position's benefits, growth opportunities, and expectations. Share how the candidate can make a significant impact over predecessor by identifying areas for improvement, seizing low-hanging opportunities, and emphasizing the role's importance to the organization's success.
- Ask questions to understand the candidate's needs and tailor the discussion to match their expectations.
- Think in terms of “why would someone leave their great job to come work here?”

5. Selling the Company Culture to the Candidate:

- Share specifics on company culture and its impact on employee satisfaction.
- Show how culture is valued through specific examples and use brand ambassadors to showcase positive experiences.
- Maintain a strong online presence, particularly on platforms like LinkedIn and your company website, to positively influence the company's reputation and culture.

6. Put Yourself in the Candidate's Shoes:

- Idealize how you would want the position and company sold to you as a candidate.
- Be deliberate and accurate in presenting the job and company to avoid misrepresentation and potential negative brand reputation.
- Remember that finding the right fit benefits both parties and increases the chances of long-term success.
- Do not ask about compensation and benefits. Your recruiter will share that information directly with the hiring manager.

7. Interview Process:

- Streamline your interview process by involving only necessary individuals, keeping it tight and timely. Prepare in advance and take notes!
- Eliminate unnecessary steps, such as meeting everyone on the team, and limit it to those who have a say in the decision-making process. Remember, an impressive candidate may intimidate a co-worker, leading to feedback influenced by insecurities or loyalty to past employees or bosses.
- Maintaining a focused and efficient interview process ensures you don't miss out on top talent to competitors who move swiftly.

8. What's next:

- After the interview, the team should immediately discuss the candidate's qualifications, skills, experience, and fit.
- Rate them 1-10, 10 being a perfect fit...don't rely on your memory. Discuss any differences in ratings and reasons behind them.
- Decide on the next steps and note the date for the next phase.
- Circle back with the recruiter to share feedback promptly. The recruiter has a scheduled "debrief" with the candidate and will share their feedback and interest level.
- Next steps will be discussed, ensuring the process moves forward efficiently.

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